

EXHIBIT 30

**STUDY AMONG CONSUMERS OF THE
SOURCE-RELATED SIGNIFICANCE OF
"WHISPER QUIET"
IN CONNECTION WITH MAJOR HOME APPLIANCES**

PREPARED FOR:

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BACKGROUND AND PURPOSE

The Plaintiff in Whirlpool Properties, Inc. and Whirlpool Corporation (“Whirlpool”) v. LG Electronics USA, Inc. and LG Electronics Inc. (“LG Electronics”) alleges that consumers “recognize the mark ‘WHISPER QUIET’ as indicating goods originating from Whirlpool.” (*Complaint of Jury Demand* filed June 25, 2003, ¶12.) The plaintiff further alleges that:

LG Electronics’ use in commerce of the mark “WHISPER QUIET” in connection with washing machines and dryers is a false designation of origin and is likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection or association of LG Electronics with Whirlpool, and as to the origin, sponsorship or approval by Whirlpool of the goods manufactured and sold by LG Electronics and its other commercial activity, within the meaning of 15 U.S.C. § 1125(a). (*Ibid.* ¶29.)

“WHISPER QUIET” is alleged to have been used by Whirlpool on appliances sold under the Kitchen Aid® name.

Finnegan, Henderson, counsel to LG Electronics, commissioned Guideline Research Corporation to design and conduct this study among relevant consumers to determine the source-related implications of “Whisper Quiet” when used in connection with major home appliances such as clothes dryers.

CONCLUSIONS

The phrase “Whisper Quiet” does not indicate goods originating from Whirlpool (or Kitchen Aid) to U.S. consumers. The use by LG Electronics of the phrase “Whisper Quiet” on major home appliances such as clothes dryers poses no risk whatever that U.S. consumers would be led to believe that the appliances are produced or manufactured by Whirlpool (or Kitchen Aid), or that Whirlpool (or Kitchen Aid) are connected or affiliated with, or gave authorization to , LG Electronics.

- Not one respondent out of more than 200 identified Whirlpool (or Kitchen Aid) as the source of an appliance, or as being connected with or providing authorization to the maker of the appliance, by virtue of the phrase “Whisper Quiet” shown on the appliance.
- The extent to which Whirlpool (or Kitchen Aid) were identified by virtue of all reasons combined was no different in the Test Group seeing “Whisper Quiet” on the appliance than in the Control Group seeing “Quiet Operation” on the appliance.

“Whisper Quiet” has virtually no strength as an indicator of source in major home appliances.

- Only 23% of respondents said they had previously seen or heard of “Whisper Quiet” in connection with home appliances; a figure that is numerically lower than the corresponding figure for “Quiet Operation”, which was 30%.

- There was no convergence of opinion among those saying they had previously seen or heard of "Whisper Quiet" as to which specific company has used this phrase in home appliances. No one named Kitchen Aid and Whirlpool shared the votes with three other brands, Maytag, Sears/Kenmore and GE.
- Identification of "Whisper Quiet" with Whirlpool is estimated to be at the negligible level of 2%, net of "noise," and there was no identification of "Whisper Quiet" with Kitchen Aid.

METHOD

OVERVIEW

In designing and conducting studies intended to measure consumer perceptions and beliefs, we follow the guidelines and standards generally employed in the field of survey research, as well as the criteria set forth in the Reference Guide on Survey Research published by the Federal Judicial Center (2000).

These standards and criteria require that:

1. Those responsible for the design, conduct and analysis of the survey be experts in the field of survey research.
2. The survey design properly address its objectives.
3. The relevant universe be defined appropriately.
4. A representative sample be drawn from the relevant universe.
5. The measures collected include data for control groups and/or control questions when appropriate.
6. The survey questions be framed clearly and precisely, and so as to avoid bias; and, as far as possible, so as to avoid order or context effects.
7. The interviewers be well-trained and be without knowledge of the purposes for which the data will be used.
8. The interviews be conducted in a correct and unbiased manner and in accordance with generally accepted standards of procedure in the field.
9. Once gathered, the data be accurately analyzed and reported.

These criteria are discussed in greater detail on the following pages.

STUDY AUTHORSHIP AND RESPONSIBILITY

This study was designed, supervised and implemented by Guideline Research Corporation, under the supervision of Robert N. Reitter, Senior Vice President.

Biographical material on Mr. Reitter is provided in Appendix A.

The author has been accepted as an expert witness in the field of marketing research in several court jurisdictions and before the NAD/NARB.

STUDY DESIGN

Two separate groups of similarly qualified respondents were interviewed:

- In the Test Group, 210 respondents were shown photographs of a dryer made by LG Electronics imprinted with the words "Whisper Quiet"
- In the Control Group, 208 respondents were shown photographs of a dryer made by LG Electronics imprinted with the words "Quiet Operation"

All respondents were then questioned to determine with what source or sources they connected the dryer shown in the photographs. (The actual line of questions asked are detailed below, under "Questionnaire".) The photos remained in view while the questioning was in progress. As the last question series, respondents were asked whether they had ever before seen or heard the phrase "Whisper Quiet" (or, in the Control Group, "Quiet Operation"), in connection with home appliances, and if so, what company they believed has used this exact phrase.

The purpose of the Control Group was to measure "noise"; that is, the extent to which respondents tend to identify any particular brand, such as Whirlpool or Kitchen Aid, when shown a phrase that is not alleged to indicate goods originating from Whirlpool.

THE RELEVANT UNIVERSE OF INTEREST

The relevant universe for this study was defined as adult males and females 18 or older, who, within the past 12 months, had personally been involved in purchasing a clothes washer or a clothes dryer, or were likely to be involved in doing so within the next three months.

The survey excluded persons employed in fields which would give them special knowledge or insight about this subject, namely those working in advertising or market research, or for a manufacturer of home appliances or a store that sells home appliances. Similarly, persons who had an immediate household member so employed were excluded from participation. Screening out people with special knowledge is a generally accepted procedure.

The actual wording of the screening questions used is shown in Appendix B.

SAMPLING PLAN

The sampling procedure employed, which utilized shopping malls as a means of identifying relevant consumers, has been widely used and relied upon by market researchers, and many business decisions of consequence are made based on studies that employ such plans. Properly designed and executed studies of this type have been accepted in numerous court decisions.

A multi-stage sampling plan was executed in interviewing facilities located in shopping malls in each of the four principal U.S. Census regions. The four stages of the sampling plan for this study were:

SAMPLING UNIT

1. Census regions
2. Metropolitan Areas within regions
3. Shopping malls within Metropolitan Areas
4. Respondents within shopping malls

1. Census Region Selection

In accordance with generally accepted standards, the study was conducted in each census region -- Northeast, South, Midwest and West -- thus obtaining a cross section of residents from all parts of the country.

2. Metropolitan Area Selection

The selection of markets for this study was carried out using a sample design developed by Professor Martin R. Frankel¹. Professor Frankel developed a computer program for Metropolitan Area selection specifically for use by Guideline Research Corporation.

The population frame for the first stage of sample selection consists of the 112 Metropolitan Areas² in the United States which have one or more permanent mall interviewing facilities.

Prior to sample selection, the sampling frame was stratified on the basis of census region, census division and Metropolitan Area size within region. The allocation of sampling points among the regions was in proportion to the Metropolitan Area population of these regions. Within a region, the allocation of sampling points was in proportion to the population of Metropolitan Areas which have one or more permanent mall interviewing facilities.

¹ Martin R. Frankel, Ph.D. is Professor of Statistics and Computer Information Systems at the Bernard M. Baruch College, City University of New York. Professor Frankel is the Chairman of the Research Quality Council of the Advertising Research Foundation. He has served as the Chairman of the Survey Research Section of the American Statistical Association and as Standards Chair of the American Association for Public Opinion Research. Dr. Frankel is the author of several publications on the methods and theory of survey sampling.

² In New England, Metropolitan Areas follow the definitions of NECMAS (New England County Metropolitan Areas) as defined by the U.S. Bureau of the Census.

This procedure yielded a sample of the following 16 Metropolitan Areas:

Akron	Los Angeles
Albany	Melbourne
Baltimore	Nashville
Chicago	New York
Cleveland	Orange County
Dallas	Philadelphia
Denver	Portland
Ft. Lauderdale	Washington, D.C.

3. Shopping Mall Selection

The criteria for selecting a specific shopping mall testing facility within each of the Metropolitan Areas selected included: 1) that an experienced interviewing organization existed within the mall, and 2) that this organization had a permanent office within the shopping center created specifically to conduct interviews with consumers, 3) that their workload was such that they could complete their portion of the assignment within the desired schedule. Using these criteria, the following malls were selected as interviewing sites:

<u>Market</u>	<u>Mall</u>
Akron	Rolling Acres Mall
Albany	Crossgates Mall
Baltimore	White Marsh Mall
Chicago	Spring Hill Mall
Cleveland	Richmond Town Square
Dallas	Vista Ridge Mall
Denver	Aurora Mall
Ft. Lauderdale	Pembroke Lake Mall
Los Angeles	Moreno Valley Mall
Melbourne	Melbourne Square Mall
Nashville	Rivergate Mall
New York	King Plaza Mall
Orange County	Mainplace
Philadelphia	Cherry Hill Mall
Portland	Lloyd Center
Washington, D.C.	Springfield Mall

4. Respondent Selection

It is often found by market researchers that people who frequent shopping malls are more apt to be female than male and tend to be younger than the population as a whole.

To safeguard against the skewing toward any particular age or gender group, a "quota screening" procedure was employed in which males and females, aged 18 years and older, were approached in three age groupings proportionate to their presence in the population. In this manner, these age groups were correctly represented for the purpose of determining eligibility according to census demographics.

Based on available data³, these screening quotas were established:

<u>Ages</u>	<u>Male</u> %	<u>Female</u> %
18 - 34	16.0	15.7
35 - 49	15.7	16.0
50 +	16.5	20.1

While screening was in proportion to population, actual inclusion in the sample was not necessarily, and need not be, proportional to census demographics.

Once a respondent met age screening needs, inclusion in the study was based on the fact that he or she met all the stated prerequisites.

Thus, by setting quotas for screening the number of males and females by age group, a representative number of qualifiers within each age group was obtained on an "as they fall" basis, thereby providing a directly proportionate sample of relevant consumers.

³ Source: 2001 Statistical Abstract of the United States, published by the U.S. Census Bureau.

DOUBLE-BLIND INTERVIEWING

It is important to point out that the study was administered under “double-blind” conditions. That is, not only were the respondents kept uninformed as to the purpose and sponsorship of the study, but the interviewers were similarly “blind” with respect to the study’s purpose and sponsorship. Without such knowledge, there is little likelihood that some interviewer(s) might ascertain what responses would be desirable from the sponsor’s perspective, and thereby be in a position either to exert an influence on the respondents in this regard, or to modify their recording of a respondent’s answers so as to be “helpful”.

QUESTIONNAIRE

Qualified respondents were seated in a one-on-one interviewing room in the research facility at the shopping mall, and the photographs which they were assigned to be shown were placed in front of them.

Respondents in the Test Group were shown a photograph of the control panel of an LG clothes dryer. Below the LG logo, the following phrases appeared:

Ultra Capacity
Stainless Steel Drum
Sense Dry
Whisper Quiet

Next to this photograph was placed another, an enlargement of the section showing the LG logo and the phrases below it. A copy of each of these photographs is shown in Appendix F.

Respondents in the Control Group were shown photographs identical to those shown to the Test Group, except that in place of the phrase "Whisper Quiet", they saw the phrase "Quiet Operation". These photographs are shown in Appendix G.

The photographs were placed in front of respondents, and remained in view for the duration of the questioning.

At the outset, respondents were told:

Please look at these photos of a clothes dryer as you would if you were in a store and considering whether or not to purchase this particular dryer. (If you normally wear glasses, please put them on.) Take as much time as you need. When you are through I will ask you a few short questions about it. If you don't know an answer to any particular question that I ask, it's okay to tell me so.

They were then asked:

1. Who do you think produces or manufactures this dryer?
2. What makes you think so? Anything else?
- 3a. Do you think the company that produces or manufactures this dryer is connected or affiliated with any other company?

If "yes":

- 3b. What company? (Record verbatim)
- 3c. What makes you think so? Anything else?
- 4a. Do you think the company that produces or manufactures this dryer got authorization, that is, permission from any other company to do so?

If "yes":

- 4b. From what other company do you think it got authorization, that is, permission?
- 4c. What makes you think so? Anything else?

Interviewers pointed to the phrase "Whisper Quiet" (or for the Control Group, "Quiet Operation") and then asked:

5a. Have you seen or heard this exact phrase Whisper Quiet, used in connection with home appliances before?

If "yes":

5b. What company has used this exact phrase in connection with home appliances?

The actual text of each questionnaire (Screener, Main Questionnaire for the Test Group, Main Questionnaire for the Control Group) is shown in Appendix B.

INTERVIEWING PROCEDURES

Screenings for eligibility were conducted on the mall premises in each designated shopping mall. Once qualified, respondents were escorted into the interviewing facility that was operated by the interviewing organization. Throughout the assignment, tight control and supervision was maintained over all aspects of the interviewing.

Guideline prepared customized, detailed interviewer and supervisor instructions for this assignment. Copies of these instructions are found in Appendix C of this report.

Before beginning work on this study each interviewer was required to:

- Read the interviewer instructions.
- Attend a personal briefing. At this briefing, interviewing procedures were outlined and discussed in detail, question by question.
- Complete one or more practice interviews.

Additionally, a representative from each interviewing facility was required to contact a Guideline representative with periodic detailed progress reports. This allowed Guideline to closely monitor and supervise the progress of the study.

RESPONDENT VERIFICATION

In addition to on-spot verification where both respondent and interviewer signed their respective names onto a "certification" page, telephone follow-up validation calls were attempted by an independent company who specializes in this type of work to verify that the interview did in fact take place and that only qualified respondents were interviewed.

A listing of each respondent's name and phone number was sent to Outfielders of Eastchester, NY, an independent telephone interviewing service, for verification.

This independent validating service was given the responsibility of attempting to recontact respondents by phone to confirm that:

- Such a person actually existed.
- He/she met the universe requirements for this study.
- He/she was actually interviewed for this study.

A total of 424 interviews were completed of which 415 provided telephone numbers. Outfielders successfully contacted 288, which represents a level of validation (69%) far exceeding the customary industry practice, which is to validate 15-20%. This validation procedure identified four scattered discrepancies. These interviews were removed from the database, along with two others, conducted by one of the interviewers who had a discrepancy, for which the respondents were unable to be contacted.

CHECK-IN PROCEDURES

Completed interviews were reviewed to ensure that respondents' answers to screening questions indicated that they met all eligibility requirements and that the interviews themselves were complete.

INTERVIEWING PERIOD

Interviewing was conducted from December 16, 2003 through January 20, 2004.

DATA PROCESSING

Data was entered using 100% verification. That is, each and every respondent's answer was entered twice and then compared.

DETAILED FINDINGS

When asked (in Q. 1) who they thought produces or manufactures the dryer shown, about 40% of respondents said they didn't know. Only some 23% said LG, while about 10% named GE and Maytag, respectively. Some 7% named Whirlpool (15 respondents in the Test Group and 14 respondents in the Control Group). About 6% named Sears or Kenmore. Only one respondent (in the Control Group) named Kitchen Aid.

	Test Group Whisper Quiet	Control Group Quiet Operation
Base: Total Respondents	(210)	(208)
	%	%
LG	22.9	23.6
GE	9.5	11.1
Maytag	10.0	8.7
Whirlpool	7.1	6.7
Sears/Kenmore	8.1	4.3
Westinghouse	0.0	1.0
Kitchen Aid	0.0	0.5
All others	4.3	3.4
Don't know	40.5	42.8

Note: Some respondents gave multiple answers.

These results are shown in Appendix E, Table 1.

Most of the 30 respondents identifying Whirlpool or Kitchen Aid cited reasons for doing so that bore no relation to the phrase "Whisper Quiet" or "Quiet Operation". The typical reason cited was that the style of the dryer, or the panel or the buttons, reminded respondents of that brand. These results are shown in Appendix E, Table 3 (for Kitchen Aid) and Table 4 (for Whirlpool). Similar reasons were cited by respondents identifying Maytag (Table 5), Sears/Kenmore (Table 6) and GE (Table 7).

Two respondents are listed (in Table 4) as giving a reason for identifying Whirlpool that could conceivably be related to the phrase shown on the dryer. One of these respondents was in the Test Group (respondent 1003) and gave as a reason for naming Whirlpool that "it is one I have seen before." It is conceivable that the reference was to the phrase. But later in the interview, this same respondent said she had not seen or heard the phrase "Whisper Quiet" used in connection with appliances before. The second such respondent, who was in the Control Group (respondent 2025), also said "I have seen it before"; this respondent had seen or heard of the phrase "Quiet Operation" before, and attributed it to Whirlpool.

Thus the sole instance in this study of a connection between Whirlpool or Kitchen Aid that could possibly be attributed to one of the phrases tested in the study occurred in the Control Group, which saw "Quiet Operation", not "Whisper Quiet."

When next asked (in Q. 3a) whether the company that produces or manufactures the dryer is connected or affiliated with any other company, some 20% of respondents answered in the affirmative. Asked with what company, only four respondents in the Test Group (and nine in the Control Group) named Whirlpool or Kitchen Aid.

	Test Group Whisper Quiet	Control Group Quiet Operation
Base: Total Respondents	(210)	(208)
	%	%
<u>Yes, connected/affiliated</u>	<u>20.5</u>	<u>20.2</u>
with:		
GE	6.2	7.2
Sears/Kenmore	3.8	3.8
Maytag	0.5	2.4
Whirlpool	1.9	3.8
Westinghouse	1.0	1.0
LG	0.5	0.0
Kitchen Aid	0.0	0.5
All others	4.5	1.4
Don't know	3.8	2.9

Note: Some respondents gave multiple answers.

Most of the respondents naming Whirlpool or Kitchen Aid as connected or affiliated with the company that manufactures or produces the dryer either cited the style of the appliance or gave no particular reason for saying so. One person in the Control Group (respondent 2057) was classified as naming Whirlpool for a reason that could conceivably be connected to "Quiet Operation". Actually, this respondent merely gave "*I just know.*" as the reason. When later asked if she had ever before seen or heard the phrase "Quiet Operation" used in connection with home appliances, this respondent said No. These results are shown in Appendix E, Table 13.

Asked (in Q. 4a) whether the company that produces or manufactures the dryer got authorization from any other company, somewhat under 20% of respondents said Yes. Asked from what other company, 7 respondents in the Test Group and 3 respondents in the Control Group named Whirlpool; none named Kitchen Aid.

	Test Group Whisper Quiet	Control Group Quiet Operation
Base: Total Respondents	(210)	(208)
	%	%
<u><i>Yes, got authorization</i></u>	<u>16.7</u>	<u>18.8</u>
from:		
GE	4.3	6.3
Maytag	2.9	2.4
Whirlpool	3.3	1.4
Sears / Kenmore	1.0	1.0
Westinghouse	0.0	0.5
Kitchen Aid	0.0	0.0
LG	0.5	0.0
Others	2.4	3.4
Don't know	3.8	4.3

Note: Some respondents gave multiple answers.

None of the respondents naming Whirlpool in either the Test Group or the Control Group gave a reason for doing so that was in any way connected to "Whisper Quiet" or "Quiet Operation". These results are shown in Appendix E, Table 22.

When asked (in Q. 5a) whether they had ever seen the exact phrase "Whisper Quiet" (or in the Control Group, "Quiet Operation") used in connection with home appliances before, the phrase shown to the Control Group turned out to be directionally more familiar to respondents than the phrase at issue shown to the Test Group. 30% of those shown "Quiet Operation" as against 23% of those shown "Whisper Quiet" said they had seen or heard the phrase used in connection with appliances before; a difference that is not, however, statistically significant at the 95% confidence level.

Whirlpool was identified as the source of "Whisper Quiet" by only 5.7% of all respondents while "Quiet Operation" was so identified by 3.4%. Thus, identification of "Whisper Quiet" with Whirlpool, net of "noise," is at the negligible level of 2% (5.7% less 3.4%). There was no instance of identification of "Whisper Quiet" with Kitchen Aid.

	Test Group Whisper Quiet	Control Group Quiet Operation
Base: Total Respondents	(210)	(208)
	%	%
<u>Yes, seen or heard phrase before</u>	<u>23.3</u>	<u>29.8</u>
used by:		
Whirlpool	5.7	3.4
Maytag	4.8	6.3
GE	2.9	4.8
Sears / Kenmore	3.3	4.8
Westinghouse	0.0	0.5
Kitchen Aid	0.0	0.0
Others	3.3	5.8
Don't know	5.2	8.7

It is remarkable that among the 23% of respondents believing they had previously seen or heard of "Whisper Quiet" used in connection with appliances, there was no convergence of opinion as to which specific company had used this phrase. Rather, opinion was divided among four brands: Whirlpool, Maytag, Sears/Kenmore and GE.

APPENDIX A

BIOGRAPHICAL BACKGROUND OF STUDY'S AUTHOR

Robert Reitter

Robert Reitter, Senior Vice President of Guideline has over 35 years of marketing research experience. He holds B.A. and M.A. degrees from Yale University. At Guideline, Mr. Reitter has to date designed and supervised more than three hundred studies intended to withstand adversarial scrutiny, including Claims Substantiation, Trademark, and Advertising Perception studies.

Prior to joining Guideline, he headed his own firm, serving as the planner and interpreter of marketing research for companies in the food, beverage, fashion and travel industries.

He began his market research career at General Foods, has spoken at meetings of the American Marketing Association, the Advertising Research Foundation, and other professional forums. He has published in the *Journal of Marketing Research*, is on the editorial board of the *Journal of Advertising Research*, has prepared a manual of market research procedure, and has been invited to address the ASTM on the that organization's manual of procedure for claims substantiation testing. Having been repeatedly accepted as an expert in marketing research, his reports have been relied upon by federal and state courts, the Federal Trade Commission, and the National Advertising Division of the Council of Better Business Bureaus, Inc. (NAD).

Robert N. Reitter

Curriculum Vitae

Employment

- 1990- Senior Vice President, Guideline Research Corporation; then
 President, Guideline Associates division of Find/SVP
- 1968 - 1990 President, Reitter, Wilkins & Associates, Inc.
- 1967 - 1968 Associate, Land-Reitter Associates
- 1966 - 1967 Assistant Director of Research, PKL Advertising
- 1963 - 1966 Product Research Assistant, General Foods Corporation

Publications and Speeches since 1993

Implementation Issues in Claims Substantiation Seminar at a meeting of the Advertising Research Foundation, New York, 1997

What You Need to Know to Be Successful before the NAD The 8th National Advanced Forum for Advertising Law, New York, 2001

ASTM Standards for Claim Substantiation from a Research Practitioner's Perspective Presentation to an ASTM Committee, Salt Lake City, 2004

Survey Research and Dilution Presentation to the Practicing Law Institute, New York, 2004

Education

- 1962 Master of Industrial Administration, Yale University
- 1960 French National Scholar, University of Paris
- 1959 Bachelor of Arts *cum laude*, Yale College

Testimony at Trial or by Deposition since 1999

1999	Pizza Hut v. Papa John's Int'l.	USDC Northern District of TX
1999	The Teaching Co. Ltd. v. Unapix	USDC Eastern District of VA
2001	Qwest Communications v. Worldquest	USDC Eastern District of VA
2001	The Swatch Group (US) v. Movado	USDC Southern District of NY
2002	Energizer Holdings, Inc. v. Gillette	USDC Northern District of IL
2002	DC Comics v. The Wella Corp.	USDC Southern District of NY
2002	Pharmacia Corp v. GlaxoSmithKline	USDC District of NJ
2003	Citizens Financial Group v. CNB	USDC Western District of PA
2003	V&S Aktiebolag v. Cracovia Brands	USDC Northern District of IL
2004	Diarama Trading Co. v. J. W. Thompson	USDC Southern District of NY
2004	Louis Vuitton v. Dooney & Bourke	USDC Southern District of NY
2004	People v. Altaire et al.	Superior Court of California

APPENDIX B
QUESTIONNAIRE

GUIDELINE RESEARCH CORPORATION
3 West 35th Street
New York, NY 10001

Job #F31-033

December, 2003

HOME APPLIANCE STUDY
(SCREENER)

MARKET: (5) Akron 1 Albany 2 Baltimore 3 Chicago 4 Cleveland 5 Dallas 6 Denver 7 Ft. Lauderdale 8	MARKET: (6) Los Angeles 1 Melbourne 2 Nashville 3 New York 4 Orange County 5 Philadelphia 6 Portland 7 Washington, DC 8	AGE: (7) 18 - 34 1 35 - 49 2 50+ 3	GENDER: (8) Male 1 Female 2 <hr/> COLOR: (9) Pink 1 Blue 2
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SIGHT SCREEN FOR MEN AND WOMEN 18 YEARS OF AGE OR OVER

Hello, I'm _____ of Guideline Research, a national market research organization. We're conducting a survey in your area and I'd like to ask you a few brief questions.

- A. But first, do you or does any member of your immediate household work in ... **(Read list and record "Yes" or "No" for each).**

	<u>Yes</u>		<u>No</u>
Market research	1	1
Advertising	2	2
For a manufacturer of home appliances	3	3
For a store that sells home appliances	4	4

Terminate if "Yes" to any boxed occupation listed above. Record in box below. Erase and re-use screener.

Terminate Q. A: Related Occupation 1 2 3 4 5 6 7 8 9 (10)

Terminates at Q. A do not count towards screening quota.

CARD 1 Cont'd

B. And which of the following includes your age? Are you ... *(Read list.)*

A. Under 18..... 1 → **Terminate. Circle in box below. Erase and re-use Screener.**

B. 18 - 34 years.. 2
C. 35 - 49 years 3 → **Check quotas. If needed continue. If over quota, terminate.**
D. 50 years & over 4 **Circle in box below. Erase and re-use screener.**

(DO NOT READ)

Refused X → **Terminate. Circle in box below. Erase and re-use Screener.**

Terminate Q. B: Under Age/Over Quota/Refused ----- 1 2 3 4 5 6 7 8 9 (11)

Terminates at Q. B do not count towards screening quota.

C. Which of the following home appliances, if any, have you yourself purchased or been involved in purchasing in the past 12 months? *(Read list. Record for each "yes" below under Column Q. C.)*

D. And, which of the following home appliances, if any, are you likely to purchase or be involved in purchasing in the next 3 months? *(Record for each "yes" below under Column Q. D.)*

	Q. C Bought In Past 12 Months (12)	Q. D. Likely to Buy In Next 3 Months (13)
A refrigerator	1	1
A vacuum cleaner.....	2	2
A dishwasher	3	3
A clothes washer	4	4
A clothes dryer	5	5

Respondent must say "yes" to "clothes washer" or "clothes dryer" in either Q. C OR Q. D OR both to continue. All others, terminate, record in appropriate box below, erase and re-use screener.

Terminate Q.C/ D: Has not bought a clothes washer or dryer in past 12 months and is not likely to buy in next 3 months

<u>MALES</u>												<u>FEMALES</u>											
18 - 34												18 - 34											
01	02	03	04	05	06	07	08	09	10		(14,	01	02	03	04	05	06	07	08	09	10		(20,
11	12	13	14	15	16	17	18	19	20		15)	11	12	13	14	15	16	17	18	19	20		21)
35 - 49												35 - 49											
01	02	03	04	05	06	07	08	09	10		(16,	01	02	03	04	05	06	07	08	09	10		(22,
11	12	13	14	15	16	17	18	19	20		17)	11	12	13	14	15	16	17	18	19	20		23)
50 or older												50 or older											
01	02	03	04	05	06	07	08	09	10		(18,	01	02	03	04	05	06	07	08	09	10		(24,
11	12	13	14	15	16	17	18	19	20		19)	11	12	13	14	15	16	17	18	19	20		25)

Terminates at Q. C/D do count toward screening quota.

CARD 1 Cont'd

E. Do you usually wear eyeglasses or contacts when reading?

Yes..... 1 → *(Ask Q. F)*

No 2 → *(Skip to Q. G)*

F. Do you have these eyeglasses or contacts with you?

Yes..... 1 →

Must be circled to continue. If not, terminate, circle in box below. Erase and re-use screener.

No 2

Terminate Q. F: No Eyeglasses -----

1 2 3 4 5 6 7 8 9 (26)

Terminates at Q. F do not count towards screening quota.

G. ***Invite qualified respondent to interviewing facility. Go to main questionnaire. If qualified but refused, terminate. Circle next available number in box below. Erase and re-use screener. Terminates do not count towards your screening quota.***

Terminate Q. G: Qualified Refusal -----

1 2 3 4 5 6 7 8 9 (27)

Terminates at Q. G do not count towards screening quota.

GUIDELINE RESEARCH CORPORATION
3 West 35th Street
New York, NY 10001

Job #F31-033

December, 2003

HOME APPLIANCE STUDY
(MAIN QUESTIONNAIRE)

When respondent is seated, place in front of respondent photographs color dotted same color as this questionnaire, and leave these out for remainder of the interview. The enlargement of the left section of the front panel should be placed just to the left of the main photo.

Please look at these photos of a clothes dryer as you would if you were in a store and considering whether or not to purchase this particular dryer. (If you normally wear glasses, please put them on.) Take as much time as you need. When you are through I will ask you a few short questions about it. If you don't know an answer to any particular question that I ask, it's okay to tell me so.

1. Who do you think produces or manufactures this dryer? ***(Record verbatim. If response is "don't know", skip to Q. 3a.)***

_____ 28-
_____ 29-

2. What makes you think so? ***(Record verbatim. Probe:)*** Anything else? ***(Record verbatim)***

_____ 30-
_____ 31-
_____ 32-
_____ 33-

- 3a. Do you think the company that produces or manufactures this dryer is connected or affiliated with any other company?

	(34)	
Yes.....	1	
No	2	→ <i>(Skip to Q. 4a)</i>
Don't know	3	

- 3b. What company? ***(Record verbatim)***

_____ 35-
_____ 36-

3c. What makes you think so? **(Record verbatim. Probe:)** Anything else? **(Record verbatim)**

_____	37-
_____	38-
_____	39-
_____	40-

4a. Do you think the company that produces or manufactures this dryer got authorization, that is, permission from any other company to do so?

	(41)	
Yes.....	1	
No	2	→ (Skip to Q. 5a)
Don't know	3	

4b. From what other company do you think it got authorization, that is, permission? **(Record verbatim)**

_____	42-
_____	43-

4c. What makes you think so? **(Record verbatim. Probe:)** Anything else? **(Record verbatim)**

_____	44-
_____	45-
_____	46-
_____	47-

(Point to phrase on enlarged photograph at left "Whisper Quiet")

- 5a. Have you seen or heard this exact phrase Whisper Quiet, used in connection with home appliances before?

	(48)	
Yes.....	1	
No	2	→ (Skip to Certification Page)
Don't know	3	

- 5b. What company has used this exact phrase in connection with home appliances? **(Record verbatim)**

_____	49-
_____	50-
_____	51-
_____	52-

CERTIFICATION PAGE

[PRINT:]

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

AREA CODE: _____ TELEPHONE NUMBER: _____

INTERVIEWER'S NAME: _____

DATE OF INTERVIEW: _____

RESPONDENT: PLEASE READ AND SIGN.

I acknowledge that I was interviewed on this date. During this interview I was shown photos of a clothes dryer and was asked questions about it.

SIGNATURE: _____

DATE: _____

INTERVIEWER: PLEASE READ AND SIGN.

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

SIGNATURE: _____

DATE: _____

GUIDELINE RESEARCH CORPORATION
3 West 35th Street
New York, NY 10001

Job #F31-033

December, 2003

HOME APPLIANCE STUDY
(MAIN QUESTIONNAIRE)

When respondent is seated, place in front of respondent photographs color dotted same color as this questionnaire, and leave these out for remainder of the interview. The enlargement of the left section of the front panel should be placed just to the left of the main photo.

Please look at these photos of a clothes dryer as you would if you were in a store and considering whether or not to purchase this particular dryer. (If you normally wear glasses, please put them on.) Take as much time as you need. When you are through I will ask you a few short questions about it. If you don't know an answer to any particular question that I ask, it's okay to tell me so.

1. Who do you think produces or manufactures this dryer? **(Record verbatim. If response is "don't know", skip to Q. 3a.)**

_____ 28-
_____ 29-

2. What makes you think so? **(Record verbatim. Probe:)** Anything else? **(Record verbatim)**

_____ 30-
_____ 31-
_____ 32-
_____ 33-

- 3a. Do you think the company that produces or manufactures this dryer is connected or affiliated with any other company?

	(34)	
Yes.....	1	
No	2	→ (Skip to Q. 4a)
Don't know	3	

- 3b. What company? **(Record verbatim)**

_____ 35-
_____ 36-

3c. What makes you think so? **(Record verbatim. Probe:)** Anything else? **(Record verbatim)**

37-

38-

39-

40-

4a. Do you think the company that produces or manufactures this dryer got authorization, that is, permission from any other company to do so?

(41)

Yes..... 1

No 2

Don't know 3

→ **(Skip to Q. 5a)**

4b. From what other company do you think it got authorization, that is, permission? **(Record verbatim)**

42-

43-

4c. What makes you think so? **(Record verbatim. Probe:)** Anything else? **(Record verbatim)**

44-

45-

46-

47-

(Point to phrase on enlarged photograph at left "Quiet Operation")

- 5a. Have you seen or heard this exact phrase Quiet Operation, used in connection with home appliances before?

	(48)	
Yes.....	1	
No	2	→ (Skip to Certification Page)
Don't know	3	

- 5b. What company has used this exact phrase in connection with home appliances? **(Record verbatim)**

_____	49-
_____	50-
_____	51-
_____	52-

CERTIFICATION PAGE

[PRINT:]

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

AREA CODE: _____ TELEPHONE NUMBER: _____

INTERVIEWER'S NAME: _____

DATE OF INTERVIEW: _____

RESPONDENT: PLEASE READ AND SIGN.

I acknowledge that I was interviewed on this date. During this interview I was shown photos of a clothes dryer and was asked questions about it.

SIGNATURE: _____

DATE: _____

INTERVIEWER: PLEASE READ AND SIGN.

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

SIGNATURE: _____

DATE: _____

APPENDIX C

FIELD INSTRUCTIONS

GUIDELINE ASSOCIATES

A GUIDELINE GROUP COMPANY

Job #F31-033
Home Appliance Study
December, 2003

Dear Supervisor:

Enclosed are the following materials for the "Home Appliance Study":

- Screeners (Pink or Blue)
- Main Questionnaires (Pink or Blue)
- Photographs (Dotted Pink or Blue)
- Interviewer's Instructions
- Screening Quota Control Sheet
- Progress Report Sheet
- Practice Interview (Tan)
- Validation Listing Sheet

OVERVIEW

This is a two cell photo test to be conducted in a permanent enclosed mall facility.

You will be sight screening in the mall for males and females 18 *years of age and older*. Qualified respondents will then be escorted back to the interviewing facility to be shown the photograph advertisement and asked some questions about the it.

STAFF

All interviewers while screening and interviewing on this study are not to be screening or interviewing on any other study.

BRIEFING

Field supervisors must have read and examined all materials to be completely prepared for the study. The field supervisor must be present at the briefing and be present for all days of interviewing on the study. A field kit of all paper materials must be supplied for each participant at the briefing.

Each interviewer is to read his/her Interviewer Instructions and sign them. Also, a personal briefing is required. If possible, one briefing should be conducted. All interviewers must do at least one Practice Interview.

PLEASE STRESS THE FOLLOWING:

- (1) SHOWING THE CORRECT PHOTOS TO MATCH THE COLOR OF THE MAIN QUESTIONNAIRE.
- (2) WRITING RESPONSES FULLY AND CLEARLY ON THE MAIN QUESTIONNAIRE
- (3) CROSSING OUT AND INITIALING ANY MISTAKES RATHER THAN ERASING THEM.

All practice interviews must be looked over by you-- and any questions cleared up -- before any actual interviewing is begun. (Each interviewer's signed Instructions are to be stapled to the Practice interview and returned to Guideline Research Inc at the end of the study.).

QUALITY CONTROL PROCEDURES

ANY WORK RECEIVED BY OUR OFFICE, WHICH HAS NOT BEEN SUBJECT TO THE FOLLOWING PROCEDURES, WILL BE SUBJECT TO A PAYMENT ADJUSTMENT.

Strict quality control is a primary Supervisor responsibility. Guideline Research Inc. requires that the following quality controls be strictly followed:

- This study must be screened by itself, not along with any other projects.
- No more than one respondent per shopping group should be screened.
- Friends, relatives or acquaintances must NOT be interviewed.
- Except for the interviewer no one else is to be in the interviewing room with the respondent.
- Anyone accompanying the respondent must wait for the respondent in the waiting room.
- Be sure the respondent does not see the photo before it is indicated to be shown.
- Interviewing should not be conducted with anyone who has a hearing, visual or English language problem.

SECURITY INSTRUCTIONS

- All materials related to this study are the property of Guideline Research Inc and our client.
- You are responsible for all materials being used on this study; all materials are to be kept out of sight of anyone not directly involved in the study.
- No one representing Guideline Research Inc or our client is to be admitted to the facility or have access to the materials without your first calling Guideline Research to confirm. Further, no one is to be permitted access to the facility or materials without showing satisfactory identification.

EDITING

All work should be edited soon after completion in order to spot errors and quickly bring them to an interviewer's attention.

In editing check for:

- Completeness including market on the front of each screener of each completed questionnaire
- Following proper skip patterns exactly.
- Verbatim capture of comments. (See "Open-Ended Responses" on Interviewers Instructions.)

- Legible handwriting
- Certification page filled out by interviewer and respondent.

If an interviewer appears not to be following instructions exactly, please alert him/her to that as soon as possible and take remedial action if needed.

VALIDATION

- List only ONE interviewer's work on a validation sheet.
- Fill out all required respondent information, interviewer name, city and quota group.
- Be sure about indicating correct area code for every respondent.
- Write listings in black ink ONLY.
- You are not to phone validate, since we will be independently validating 100% of every interviewer's work, as well as doing a duplicate number search.
- You must, however, monitor or do in-site validation for at least 10% of each interviewer's work and note validated work on Validation Listing Form.

- Handling "No Phone" or "Refused Phone"

The Supervisor must attempt to do a telephone lookup for all respondents who do not give a phone number. If a number is not found, indicate that you have attempted a look-up by writing "L.U.".

PROGRESS REPORTS

Enclosed are Progress Report Sheets for your convenience. Accurate cumulative reports are to be received by us each day the study continues. We are to RECEIVE them by 10:00 AM OUR TIME.

- **FAX # 212-947-6294 (Preferred). Do not use a cover sheet, just fill in all the required information on the Progress Report Sheet. Be sure to write your city and contact name on each sheet of the report.**

RETURNING WORK

- Completed interviews are to be bundled together by interviewer with that interviewer's Validation Sheet on the top of the pile.
- Completed interviews are to be stapled together in the following order:
 - 1) SCREENER
 - 2) MAIN QUESTIONNAIRE
- Bundle together all Screeners that contain a record of termination. Mark each screener "For Tallies Only". Label this bundle "Screener -- Tallies Only".
- Return all PRACTICE interviews.
- Enclose Master/Final Progress Report Forms.
- Return photos ONLY after instructed by Guideline Research Inc

SHIPMENT/CHARGES

- Use the blank waybills provided as they contain our account # and address
- All shipments are to be send Federal Express Priority Overnight to Adapt Inc. and charged to our Federal Express Account #0100-0112-9 unless otherwise specified
- Insure packages for \$500.00
- Indicate Job #F31-033 on airbill for all shipments

• Important
Since Guideline Research does not want to incur additional shipping charges, make sure that all items specified above are included with your completed questionnaires, unless otherwise specified. If you "forget" we will have to deduct the additional shipping charges from your bill.

BILLING

Submit all bills under separate cover to the attention of our Accounting Department.

Thank you for your help with this survey.

Sincerely,

Nelly Valentin
Field Director

Guideline Research Inc
3 West 35th Street
New York, New York 10001

Job #F31-033
Home Appliance Study
December, 2003

INTERVIEWER INSTRUCTIONS

INTERVIEWER'S NAME: _____ DATE: _____

BRIEFING SUPERVISOR: _____

MATERIALS

- Screeners (pink or blue)
- Main Questionnaires (pink or blue)
- Photographs (Dotted pink or blue)
- Practice Interviews (Tan)
- Validation Listing Sheet

OVERVIEW AND DESCRIPTION OF CELLS

This is a two cell test to be conducted in a permanent enclosed mall facility. Each cell uses two photos which are to be placed side by side as shown on the attached photocopy. Both photos for the pink cell are dotted pink on the reverse side. Similarly, both photos for the blue cell are dotted blue on the reverse side. It is essential that all pink cell questionnaires use the pink photos and that all blue cell questionnaires use the blue photos.

You will be sight screening in the mall for: males and females 18 *years of age and older*.

Qualified respondents will then be escorted back to the interviewing facility to be shown a photograph of a clothes washer and asked some questions about the photograph.

QUOTA ASSIGNMENT

Your supervisor will give you a quota assignment by gender and age. Refer to the enclosed Master Quota Control Sheet to determine your exact quota assignment.

DO YOU HAVE A QUOTA FOR COMPLETED MAIN QUESTIONNAIRES?

No, you do not. You have a quota for screenings; we take completes "as they fall".

However, we always have a "target" number of completes which we hope will fall in. If we fall significantly short of this number, we may ask you to do additional screenings.

You are to do exactly the number of screenings assigned by age and sex : NO MORE, NO LESS.

WHAT COUNTS TOWARD YOUR SCREENING QUOTA

The questions on the Screener clearly state whether or not they count toward your screening quota.

IMPORTANT:

Because you have a screening quota by age and sex, all terminated questions that count toward your quota have termination boxes that are also broken down by age and sex. It is imperative that when terminating a respondent you circle the next available number in the appropriate age and sex group for that terminated respondent. This is the only way you will be able to accurately keep track of your screening quotas by age and sex.

POSSIBLE COMMON MISTAKES TO AVOID IN USING THIS PROCEDURE

- Conducting too many screenings (by age and sex).
- Using a separate tally sheet to record terminations and not recording terminations directly on the screener in the boxed area.
- Mistaking terminated screenings (ineligible respondents) for completed interviews.
- Mistaking total screening assignment for total quota of interviews to be completed.

ELIGIBILITY

An eligible respondent is a male or female who meets the following requirements:

- Respondent must pass occupational security (Q. A).
- Respondent must be 18+ years of age and needed for your screening quota (Q. B).
- Respondent must have purchased or been involved in purchasing a clothes washer or clothes dryer in the past 12 months (Q.C).
- - OR -
- Respondent must be likely to purchase or to be involved in purchasing a clothes washer or clothes dryer in the next 3 months (Q.D).
- Respondent must have glasses/contact lenses with them if worn when watching reading (Q. E/F)
- Respondent must be willing to participate (Q. G)

QUALITY ASSURANCE IN SCREENING

- Do not interview friends, relatives or acquaintances.
- When screening for this study you must not screen for any other study at the same time.
- Only one potential respondent in a group of people may be screened.
- Only one potential respondent is to be in the interviewing room at the time of the interview.
- Anyone accompanying the respondent must wait for the respondent in the waiting room.
- Be sure the respondent does not see the photo before it is indicated to be shown.
- Do not proceed to interview anyone who has a hearing, visual or English language problem.

MAIN QUESTIONNAIRE

GENERAL GUIDELINES

- Read introductions and all questions exactly as written.
- Always give respondents enough time to answer.
- Mark answers clearly and write clearly
- Under no circumstances are you to discuss the PHOTOGRAPHS with him/her. Read the questions referring to the PHOTOS verbatim as written, always referring to the PHOTO AND SAYING ONLY WHAT THE QUESTIONNAIRE STATES.

OPEN ENDED RESPONSES

- Read open-ended questions slowly and ask respondent to slow down if you cannot write quickly enough. **WE NEED EXACT VERBATIM RESPONSES.** Capture comments exactly as respondent states them -- **never summarize or paraphrase.**
- Capture comments in the words of the respondent. Do not say "she said..." or "she felt..." rather; just write down exactly what the respondent says.
- If respondent says, "I have already answered the question", or "same", do not write this --instead, ask them to repeat their answer and write it verbatim.
- Give respondent sufficient time to think and answer a question before continuing.
- Never reword the questions. Simply repeat the question if the respondent indicates that he/she does not understand. **DO NOT** attempt to explain any questions.
- Probe in a neutral manner as described in the Probing section if a sentence or idea is incomplete or vague. Probe only to clarify a vague or incomplete answer, DO NOT probe for additional information.

PROBING

We cannot accept unclear responses. You should be sure that the response is clear and that **you** understand it before proceeding to the next question.

THEREFORE, YOU MUST ALWAYS PROBE TO CLARIFY ANY RESPONSE THAT IS UNCLEAR.

You should **probe to clarify** in a **neutral manner** for any vague, unclear or incomplete responses:

- Use respondent's own "key" words when probing/clarifying; or
- "What exactly about the photo _____?" or
- "Can you explain what you mean by _____?"

Probe only for clarification purposes, using a (P) to indicate that a clarifying probe was used.

Do not probe for additional information, you are only to **probe to clarify** a vague, unclear, or incomplete response.

SCREENER QUESTION BY QUESTION INSTRUCTIONS

SCREENER:

Be sure you are familiar with the circle screener method of termination. If you are not, ask your supervisor to explain it to you. For any answers which disqualify the respondent, you are to circle the next available number in the termination box, erase and re-use screener. Do **NOT** erase any of the circles around the numbers in the termination boxes. If all the numbers in a termination box have been circled before you contact a qualified, willing respondent, you are to return the screener to your supervisor. Write in your name, circle your city and mark clearly on the top of the screener "FOR TALLIES ONLY".

Sight screen for appropriate sex and age groups as needed. Randomly approach males and females 18 years of age or older and ask questions on screener exactly as indicated.

SCREENER:

- Q. A: If "yes" to any listed occupation terminate. Otherwise continue. **These terminates do not count toward your screening quota.**
- Q. B: If 18 years of age or older, check open age quotas. If needed, continue. Otherwise, terminate. If under 18 or refused age, terminate. **These terminates do not count toward your screening quota.**
- Q. C: Read list. Record response. If "yes" to clothes washer and/or clothes dryer continue.
- Q. D: Read list. Record response. If "yes" to clothes washer and/or clothes dryer continue. **These terminates do count toward your screening quota.**

Respondent must say "yes" to "clothes washer" or "clothes dryer" in either Q.C or Q.D or in both Q.C and Q.D in order to qualify, otherwise terminate. These terminates do count toward your screening quota.

Q.E: If "yes" ask Q.F. If "no" skip to Q.G.

Q.F: If "yes" continue. If "no" terminate. **These terminates do not count toward your screening quota.**

Q. G: Invite the respondent to participate, continue with the color main questionnaire. If the respondent refuses, terminate. **These terminations do not count toward your screening quota.**

MAIN QUESTIONNAIRE QUESTION BY QUESTION INSTRUCTIONS

The questionnaire is straightforward and must be administered exactly as written.

PLACE THE TWO PHOTOS COLOR DOTTED THE SAME COLOR AS THIS QUESTIONNAIRE SIDE BY SIDE. THE ENLARGEMENT OF THE LEFT SECTION OF THE FRONT PANEL SHOULD BE PLACED TO THE LEFT OF THE MAIN PHOTO, AS SHOWN ON THE ATTACHED PHOTOCOPY.

Read introduction verbatim.

If respondent wears glasses or contact lenses, that is they said "yes" to Q.E in the screener, make sure that he/she is wearing them before continuing.

Read introduction verbatim.

Allow the respondent sufficient time to examine the photos. When he/she is finished, leave the photos view for the duration of the interview.

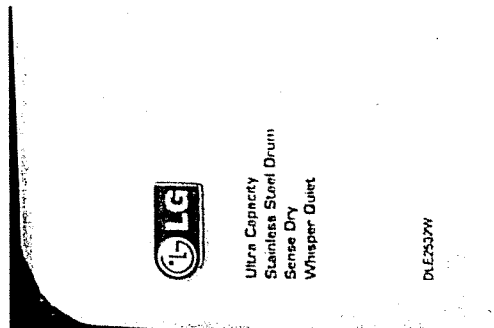
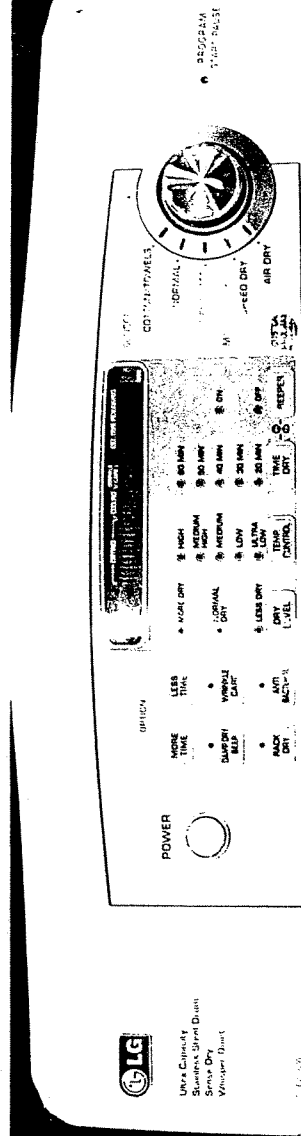
- Q. 1: Read as written. Record response verbatim. Probe for any response that is vague or general. If response is "don't know" skip to Q.3a.
- Q.2: Read as written. Record response verbatim. Probe for any response that is vague or general.
- Q.3a: Read as written. If "yes" ask Q.3b. If "no/don't know" skip to Q.4a.
- Q.3b: Read as written. Record response verbatim. Probe for any response that is vague or general.
- Q.3c: Read as written. Record response verbatim. Probe for any response that is vague or general.
- Q.4a: Read as written. If "yes" ask Q.4b. If "no/don't know" skip to Q.5a.
- Q.4b: Read as written. Record response verbatim. Probe for any response that is vague or general.
- Q.4c: Read as written. Record response verbatim. Probe for any response that is vague or general.
- Q.5a: Point to the phrase on the photograph "Whisper Quiet". If "yes" ask Q.5b. If "no/don't know" skip to Certification Page.
- Q.5b: Read as written. Record response verbatim. Probe for any response that is vague or general. Then continue to certification page

SECURITY:

- You are responsible for all materials being used on this study. Stimuli must be locked up when not working on this study.
- All materials are to be kept out of sight of anyone not directly involved in the study
- All materials related to this study are the property of Guideline Research Inc and our client.
- No one representing Guideline Research Inc.. or our client is to be admitted to the facility or have access to the materials without your first calling Guideline Research Inc.. to confirm. Further, no one is to be permitted access to the facility or materials without showing satisfactory identification.

UPON COMPLETION OF INTERVIEW:

1. Fill out all respondent information on the front page of the screener.
2. Fill out all respondent information on certification page. You and the respondent must read, sign and date certification page.
3. Thank respondent.
4. Staple the screener to the main questionnaire and give it to your supervisor.



APPENDIX D

VALIDATION

QUESTIONNAIRE / LETTER

Outfielders, Inc.

Frances Murray Tavalilla
100 North Road
Eastchester NY, 10709
(914) 961-8042

February 10, 2004

Ms. Nelly Valentin
Guideline Research
3 West 35th Street
New York, NY 10001

Dear Nelly,

The validation results of your Home Appliance Study #F31-033 are as follows:

Out of the 424 listed respondent names, 415 had telephone numbers. Of these, 288 were successfully contacted (69%). Of those not reached, a minimum of three attempts were made on different days of the week and at different times of the day.

Of those contacted, there were 6 discrepancies found in interviewing procedures. All results of this phase of the study were reported to Guideline Research.

If you have any questions regarding this study, please call me.

Sincerely,



Frances Murray Tavalilla

GUIDELINE RESEARCH, INC.
3 West 35th Street
New York, NY 10001

Job #F31-033
Home Appliance Study
December, 2003

VALIDATION QUESTIONNAIRE

- ASK TO SPEAK TO THE PERSON WHOSE NAME IS LISTED ON VALIDATION SHEET
- CORRECT ANSWERS ARE CIRCLED
- PROBE WHERE INDICATED

Hello (Mr./Miss/Mrs./Ms.) _____, I'm from Guideline Research Inc. in New York. Recently a study was done in your area and we're calling to thank you for your participation and to confirm a few points.

1. Recently, did you take part in a survey at the mall where you were shown photos of the top part of a clothes dryer and asked some questions about it?

YES..... ☒ 1

NO 2 → *(Before terminating, be sure no one else in household was interviewed)*

2. Which of the following includes your age?

Under 18 years	<input checked="" type="checkbox"/> 1	
18 - 34	<input type="checkbox"/> 2	
35-49	<input type="checkbox"/> 3	
50+	<input type="checkbox"/> 4	→ <i>(Check against validation listing)</i>

3. Which, if any, of the following home appliances, if any have you yourself purchased or been involved in purchasing in the past 12 months? (Read list.)

A refrigerator	<input type="checkbox"/> 1
A vacuum cleaner	<input type="checkbox"/> 2
A dishwasher	<input type="checkbox"/> 3
A clothes washer.....	<input checked="" type="checkbox"/> 4
A clothes dryer	<input type="checkbox"/> 5

4. And which of the following home appliances, if any, are you likely to purchase or be involved in purchasing in the next 3 months? (Read list.)

A refrigerator	<input type="checkbox"/> 1
A vacuum cleaner	<input type="checkbox"/> 2
A dishwasher	<input type="checkbox"/> 3
A clothes washer.....	<input type="checkbox"/> 4
A clothes dryer	<input type="checkbox"/> 5

Respondent must say "yes" to "clothes washer" or "clothes dryer" in either Q.3 or Q.4 or in both Q.3 and Q.4 to qualify.

Thank respondent.

APPENDIX E

COMPUTER TABLES

HOME APPLIANCE STUDY #F31-033

GUIDELINE RESEARCH CORPORATION

Table -----	Title -----	Base -----
1	Q.1 WHO PRODUCES/MANUFACTURES THIS DRYER	
2	Q.2 WHAT MAKES YOU THINK SO	LG PRODUCES/MANUFACTURES DRYER
3	Q.2 WHAT MAKES YOU THINK SO	KITCHEN AID PRODUCES/MANUFACTURES DRYER
4	Q.2 WHAT MAKES YOU THINK SO	WHIRLPOOL PRODUCES/MANUFACTURES DRYER
5	Q.2 WHAT MAKES YOU THINK SO	MAYTAG PRODUCES/MANUFACTURES DRYER
6	Q.2 WHAT MAKES YOU THINK SO	SEARS/KENMORE PRODUCES/MANUFACTURES DRYER
7	Q.2 WHAT MAKES YOU THINK SO	GE PRODUCES/MANUFACTURES DRYER
8	Q.2 WHAT MAKES YOU THINK SO	WESTINGHOUSE PRODUCES/MANUFACTURES DRYER
9	Q.3A WHETHER COMPANY THAT PRODUCES/MANUFACTURES THIS DRYER IS CONNECTED/AFFILIATED WITH ANY OTHER COMPANY	
10	Q.3B WHICH COMPANY PRODUCES/MANUFACTURES	CONNECTED/AFFILIATED
11	Q.3C WHAT MAKES YOU THINK SO	THINK THAT LG IS CONNECTED/AFFILIATED
12	Q.3C WHAT MAKES YOU THINK SO	THINK THAT KITCHEN AID IS CONNECTED/AFFILIATED
13	Q.3C WHAT MAKES YOU THINK SO	THINK THAT WHIRLPOOL IS CONNECTED/AFFILIATED
14	Q.3C WHAT MAKES YOU THINK SO	THINK THAT MAYTAG IS CONNECTED/AFFILIATED
15	Q.3C WHAT MAKES YOU THINK SO	THINK THAT SEARS/KENMORE IS CONNECTED/AFFILIATED
16	Q.3C WHAT MAKES YOU THINK SO	THINK THAT GE IS CONNECTED/AFFILIATED
17	Q.3C WHAT MAKES YOU THINK SO	THINK THAT WESTINGHOUSE IS CONNECTED/AFFILIATED
18	Q.4A WHETHER COMPANY THAT PRODUCES/MANUFACTURES THIS DRYER RECEIVED AUTHORIZATION FROM ANY OTHER COMPANY	
19	Q.4B FROM WHICH COMPANY DID IT RECEIVE AUTHORIZATION	RECEIVED AUTHORIZATION
20	Q.4C WHAT MAKES YOU THINK SO	THINK THAT LG GAVE AUTHORIZATION
22	Q.4C WHAT MAKES YOU THINK SO	THINK THAT WHIRLPOOL GAVE AUTHORIZATION
23	Q.4C WHAT MAKES YOU THINK SO	THINK THAT MAYTAG GAVE AUTHORIZATION
24	Q.4C WHAT MAKES YOU THINK SO	THINK THAT SEARS/KENMORE GAVE AUTHORIZATION

HOME APPLIANCE STUDY #F31-033

GUIDELINE RESEARCH CORPORATION

Table -----	Title -----	Base -----
25	Q.4C WHAT MAKES YOU THINK SO	THINK THAT GE GAVE AUTHORIZATION
26	Q.4C WHAT MAKES YOU THINK SO	THINK THAT WESTINGHOUSE GAVE AUTHORIZATION
27	Q.1/3B/4B/2/3C/4C NET CONFUSION	
28	Q.5A WHETHER SEEN OR HEARD OF PHRASE "WHISPER QUIET"/"QUIET OPERATION" USED IN CONNECTION WITH HOME APPLIANCES BEFORE	
29	Q.5B WHAT COMPANY USED THIS EXACT PHRASE	SEEN/HEARD PHRASE "WHISPER QUIET"/"QUIET OPERATION" USED IN CONNECTION
30	AGE/SEX	
31	MARKET	
32	Q.C HOME APPLIANCES PURCHASED IN PAST 12 MONTHS	
33	Q.D HOME APPLIANCES LIKELY TO PURCHASE IN NEXT 3 MONTHS	
34	Q.C/D HOME APPLIANCES PURCHASED/PLAN TO PURCHASE	

HOME APPLIANCE STUDY #F31-033

Table 1

Q.1 WHO PRODUCES/MANUFACTURES THIS DRYER

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL
TOTAL RESPONDENTS	210	49	12	208	62	7
LG	48	16	6	49	11	1
	22.9	32.7	50.0	23.6	17.7	14.3
KITCHEN AID	-	-	-	1	1	-
	-	-	-	0.5	1.6	-
WHIRLPOOL	15	4	2	14	5	2
	7.1	8.2	16.7	6.7	8.1	28.6
MAYTAG	21	4	-	18	7	1
	10.0	8.2	-	8.7	11.3	14.3
SEARS/KENMORE	17	5	-	9	4	-
	8.1	10.2	-	4.3	6.5	-
GE	20	8	2	23	10	2
	9.5	16.3	16.7	11.1	16.1	28.6
WESTINGHOUSE	-	-	-	2	1	-
	-	-	-	1.0	1.6	-
OTHERS	9	1	-	7	3	-
	4.3	2.0	-	3.4	4.8	-
DON'T KNOW/NO ANSWER	85	12	2	89	21	1
	40.5	24.5	16.7	42.8	33.9	14.3

GUIDELINE RESEARCH CORPORATION

HOME APPLIANCE STUDY #F31-033

Table 2

0.2 WHAT MAKES YOU THINK SO

BASE: LG PRODUCES/MANUFACTURES DRYER

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	48	16	6	49	11	1	1	
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	47	16	6	46	11	1	1	
	97.9	100.0	100.0	93.9	100.0	100.0	100.0	
IT SAYS LG/HAS LG LOGO (ON APPLIANCE/WRITTEN ON BOTH OF THEM)	46	16	6	45	11	1	1	
	95.8	100.0	100.0	91.8	100.0	100.0	100.0	
THE LOGO (NO MENTION OF LG)	1	-	-	1	-	-	-	
	2.1	-	-	2.0	-	-	-	
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	2	1	1	1	-	-	-	
	4.2	6.3	16.7	2.0	-	-	-	
STYLE (SUBNET)	2	1	1	1	-	-	-	
	4.2	6.3	16.7	2.0	-	-	-	
KNOBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	1	1	1	-	-	-	-	
	2.1	6.3	16.7	-	-	-	-	
MODERN LOOKING	1	-	-	-	-	-	-	
	2.1	-	-	-	-	-	-	
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	-	-	-	1	-	-	-	
	-	-	-	2.0	-	-	-	
LOOKS OLD/VERY OLD/OLDER MODEL	1	1	1	-	-	-	-	
	2.1	6.3	16.7	-	-	-	-	
DON'T KNOW/NO ANSWER	-	-	-	2	-	-	-	
	-	-	-	4.1	-	-	-	

GUIDELINE RESEARCH CORPORATION

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Table 3

Q.2 WHAT MAKES YOU THINK SO

BASE: KITCHEN AID PRODUCES/MANUFACTURES DRYER

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	
TOTAL RESPONDENTS	-	-	1	1	-	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	-	-	1	1	-	-
STYLE (SUBNET)	-	-	1	1	-	-
KNOB/Buttons/DIAL FORMAT/ PANEL FORMAT	-	-	1	1	-	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	-	-	1	1	-	-

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BASE: WHIRLPOOL PRODUCES/MANUFACTURES DRYER

Q.2 WHAT MAKES YOU THINK SO

Table 4

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	BY WHIRL- POOL/ KITCHEN AID	TOTAL	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	
TOTAL RESPONDENTS	15	4	2	14	5	2		
ANSWERS THAT MAY BE RELATED TO "WHISPER QUIET"/"QUIET OPERATION" (NET)	1 6.7	-	-	1 7.1	1 20.0	1 50.0		
I'VE SEEN THIS/HEARD OF IT BEFORE (NO ACTUAL MENTION OF "WHISPER QUIET"/"QUIET OPERATION")	1 6.7	-	-	1 7.1	1 20.0	1 50.0		
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	-	-	-	1 7.1	-	-		
ALL OTHER ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE	-	-	-	1 7.1	-	-		
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	11 73.3	4 100.0	2 100.0	12 85.7	5 100.0	2 100.0		
STYLE (SUBNET)	7 46.7	4 100.0	2 100.0	9 64.3	4 80.0	2 100.0		
THE STYLE OF THE DRYER (BECAUSE OF THE STYLE/ LOOKS LIKE THEIR STYLE OF APPLIANCE	3 20.0	-	-	2 14.3	1 20.0	-		
KNOBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	4 26.7	3 75.0	1 50.0	7 50.0	3 60.0	2 100.0		
MODERN LOOKING	1 6.7	1 25.0	-	1 7.1	1 20.0	-		
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	3 20.0	3 75.0	1 50.0	2 14.3	2 40.0	1 50.0		
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	3 20.0	-	-	3 21.4	1 20.0	-		

GUIDELINE RESEARCH CORPORATION

HOME APPLIANCE STUDY #F31-033

Table 4

BASE: WHIRLPOOL PRODUCES/MANUFACTURES DRYER

Q.2 WHAT MAKES YOU THINK SO

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	4	BY WHIRL- POOL/ KITCHEN AID	2	HAVE SEEN/ HEARD PHRASE BEFORE	5	BY WHIRL- POOL/ KITCHEN AID	2
TOTAL RESPONDENTS	15				14			
THEY ARE THE MOST POPULAR	1	1	1	1	-	-	-	-
	6.7	25.0	50.0					
THEY ARE THE BEST MADE	-	-	-	-	1	-	-	-
	-	-	-	-	7.1	-	-	-
THEY ARE A LARGE COMPANY/ BIG/BIGGEST PRODUCER OF DRYERS/APPLIANCES	2	-	-	-	-	-	-	-
	13.3	-	-	-	-	-	-	-
JUST A GUESS	1	-	-	-	1	-	-	-
	6.7	-	-	-	7.1	-	-	-
DON'T KNOW/NO ANSWER	2	-	-	-	-	-	-	-
	13.3	-	-	-	-	-	-	-

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Table 5

Q.2 WHAT MAKES YOU THINK SO

BASE: MAYTAG PRODUCES/MANUFACTURES DRYER

	WHISPER QUIET		QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID BEFORE AID	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID BEFORE AID		
TOTAL RESPONDENTS	21	4	-	18	7	1
ANSWERS THAT MAY BE RELATED TO "WHISPER QUIET"/"QUIET OPERATION" (NET)	-	-	-	2	1	-
	-	-	-	11.1	14.3	-
I'VE SEEN THIS/HEARD OF IT BEFORE (NO ACTUAL MENTION OF "WHISPER QUIET"/"QUIET OPERATION")	-	-	-	1	-	-
	-	-	-	5.6	-	-
I'VE SEEN THIS/HEARD OF IT BEFORE (WITH MENTION OF "WHISPER QUIET"/"QUIET OPERATION")	-	-	-	1	1	-
	-	-	-	5.6	14.3	-
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	1	-	-	1	-	-
	4.8	-	-	5.6	-	-
IT SAYS LG/HAS LG LOGO (ON APPLIANCE/WRITTEN ON BOTH OF THEM)	-	-	-	1	-	-
	-	-	-	5.6	-	-
THE WORDS "SENSE DRY"	1	-	-	-	-	-
	4.8	-	-	-	-	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	20	4	-	13	6	1
	95.2	100.0	-	72.2	85.7	100.0
STYLE (SUBNET)	14	3	-	10	5	1
	66.7	75.0	-	55.6	71.4	100.0
THE STYLE OF THE DRYER (BECAUSE OF THE STYLE/ LOOKS LIKE THEIR STYLE OF APPLIANCE)	3	1	-	1	-	-
	14.3	25.0	-	5.6	-	-
KNOBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	9	1	-	6	3	1
	42.9	25.0	-	33.3	42.9	100.0

GUIDELINE RESEARCH CORPORATION

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Table 5

BASE: MAYTAG PRODUCES/MANUFACTURES DRYER

Q.2 WHAT MAKES YOU THINK SO

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE TOTAL BEFORE	BY WHIRL- POOL/ KITCHEN AID =====		HAVE SEEN/ HEARD PHRASE TOTAL BEFORE	BY WHIRL- POOL/ KITCHEN AID =====	
TOTAL RESPONDENTS	21	4	-	18	7	1
MODERN LOOKING	3	1	-	2	-	-
	14.3	25.0	-	11.1	-	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	5	-	-	5	3	-
	23.8	-	-	27.8	42.9	-
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	4	1	-	3	2	-
	19.0	25.0	-	16.7	28.6	-
THEY ARE THE MOST INNOVATIVE	1	-	-	-	-	-
	4.8	-	-	-	-	-
THEY ARE THE MOST POPULAR	-	-	-	1	-	-
	-	-	-	5.6	-	-
THEY ARE THE BEST MADE	2	-	-	1	-	-
	9.5	-	-	5.6	-	-
THEY ARE A LARGE COMPANY/ BIG/BIGGEST PRODUCER OF DRYERS/APPLIANCES	1	-	-	-	-	-
	4.8	-	-	-	-	-
JUST A GUESS	-	-	-	1	-	-
	-	-	-	5.6	-	-
DON'T KNOW/NO ANSWER	1	-	-	1	-	-
	4.8	-	-	5.6	-	-

GUIDELINE RESEARCH CORPORATION

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Table 6

BASE: SEARS/KENMORE PRODUCES/MANUFACTURES DRYER

Q.2 WHAT MAKES YOU THINK SO

	WHISPER QUIET		QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====		
TOTAL RESPONDENTS	17	5	-	9	4	-
ANSWERS THAT MAY BE RELATED TO "WHISPER QUIET"/"QUIET OPERATION" (NET)	2 11.8	-	-	2 22.2	1 25.0	-
I'VE SEEN THIS/HEARD OF IT BEFORE (NO ACTUAL MENTION OF "WHISPER QUIET"/"QUIET OPERATION")	2 11.8	-	-	2 22.2	1 25.0	-
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	-	-	-	1 11.1	1 25.0	-
THE LOGO (NO MENTION OF LG)	-	-	-	1 11.1	1 25.0	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	13 76.5	5 100.0	-	6 66.7	3 75.0	-
STYLE (SUBNET)	6 35.3	3 60.0	-	5 55.6	2 50.0	-
THE STYLE OF THE DRYER (BECAUSE OF THE STYLE/ LOOKS LIKE THEIR STYLE OF APPLIANCE	3 17.6	1 20.0	-	1 11.1	1 25.0	-
KNOBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	3 17.6	2 40.0	-	5 55.6	2 50.0	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	1 5.9	1 20.0	-	-	-	-
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	4 23.5	-	-	-	-	-
THEY ARE THE MOST POPULAR	1 5.9	1 20.0	-	-	-	-

GUIDELINE RESEARCH CORPORATION

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Table 6

BASE: SEARS/KENMORE PRODUCES/MANUFACTURES DRYER

Q.2 WHAT MAKES YOU THINK SO

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID		HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	17	5	-	9	4	-
THEY ARE A LARGE COMPANY/ BIG/BIGGEST PRODUCER OF DRYERS/APPLIANCES	2 11.8	1 20.0	-	-	-	-
LOOKS OLD/VERY OLD/OLDER MODEL	-	-	-	1 11.1	1 25.0	-
THEIR IS NO NAME OR DISTINCTIVE WORD ON THE APPLIANCE	1 5.9	-	-	-	-	-
JUST A GUESS	1 5.9	-	-	1 11.1	-	-
DON'T KNOW/NO ANSWER	1 5.9	-	-	-	-	-

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BASE: GE PRODUCES/MANUFACTURES DRYER

Q.2 WHAT MAKES YOU THINK SO

Table 7

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	23	10	2
TOTAL RESPONDENTS	20	8	2	23	10	2		
ANSWERS THAT MAY BE RELATED TO "WHISPER QUIET"/"QUIET OPERATION" (NET)	-	-	-	1	-	-	-	-
	-	-	-	4.3	-	-	-	-
I'VE SEEN THIS/HEARD OF IT BEFORE (NO ACTUAL MENTION OF "WHISPER QUIET"/"QUIET OPERATION")	-	-	-	1	-	-	-	-
	-	-	-	4.3	-	-	-	-
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	3	1	-	8	4	2		
	15.0	12.5	-	34.8	40.0	100.0		
LOGO LOOKS LIKE GE/THE SHAPE OF THE LG IS LIKE PHILLIPS	1	-	-	6	3	2		
	5.0	-	-	26.1	30.0	100.0		
IT SAYS LG/HAS LG LOGO (ON APPLIANCE/WRITTEN ON BOTH OF THEM)	-	-	-	2	1	-		
	-	-	-	8.7	10.0	-		
THE LG LOGO/PICTURE NEXT TO LG LOGO SAME AS CELL PHONE	1	-	-	-	-	-		
	5.0	-	-	-	-	-		
ALL OTHER ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE	1	1	-	-	-	-		
	5.0	12.5	-	-	-	-		
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	17	7	2	17	8	1		
	85.0	87.5	100.0	73.9	80.0	50.0		
STYLE (SUBNET)	11	3	2	14	7	1		
	55.0	37.5	100.0	60.9	70.0	50.0		
THE STYLE OF THE DRYER (BECAUSE OF THE STYLE/ LOOKS LIKE THEIR STYLE OF APPLIANCE	4	2	1	3	-	-		
	20.0	25.0	50.0	13.0	-	-		
KNOBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	5	1	1	8	6	1		
	25.0	12.5	50.0	34.8	60.0	50.0		

GUIDELINE RESEARCH CORPORATION

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Table 7

Q.2 WHAT MAKES YOU THINK SO.

BASE: GE PRODUCES/MANUFACTURES DRYER

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	23	10	2
TOTAL RESPONDENTS	20	8	2	2	23	10	2	
MODERN LOOKING	3	-	-	-	-	-	-	-
	15.0	-	-	-	-	-	-	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	3	-	-	5	2	20.0	-	-
	15.0	-	-	21.7	20.0	-	-	-
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	4	1	-	4	2	20.0	-	-
	20.0	12.5	-	17.4	20.0	-	-	-
THEY ARE THE MOST INNOVATIVE	1	-	-	-	-	-	-	-
	5.0	-	-	-	-	-	-	-
THEY ARE THE MOST POPULAR	1	1	-	-	-	-	-	-
	5.0	12.5	-	-	-	-	-	-
THEY ARE THE BEST MADE	1	1	-	-	-	-	-	-
	5.0	12.5	-	-	-	-	-	-
LOOKS OLD/VERY OLD/OLDER MODEL	-	-	-	1	1	10.0	-	-
	-	-	-	4.3	10.0	-	-	-
ONE OF THE OLDEST COMPANIES/ BEEN AROUND A LONG TIME/ EARLIEST TO DESIGN DRYER	1	1	-	-	-	-	-	-
	5.0	12.5	-	-	-	-	-	-
JUST A GUESS	1	-	-	-	-	-	-	-
	5.0	-	-	-	-	-	-	-

GUIDELINE RESEARCH CORPORATION

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Table 8

Q.2 WHAT MAKES YOU THINK SO

BASE: WESTINGHOUSE PRODUCES/MANUFACTURES DRYER

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====		HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====	
TOTAL RESPONDENTS	-	-	-	2	1	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	-	-	-	2	1	-
	-	-	-	100.0	100.0	-
STYLE (SUBNET)	-	-	-	2	1	-
	-	-	-	100.0	100.0	-
THE STYLE OF THE DRYER (BECAUSE OF THE STYLE/ LOOKS LIKE THEIR STYLE OF APPLIANCE	-	-	-	1	-	-
	-	-	-	50.0	-	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	-	-	-	1	1	-
	-	-	-	50.0	100.0	-

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Table 9

Q.3A WHETHER COMPANY THAT PRODUCES/MANUFACTURES THIS DRYER IS CONNECTED/AFFILIATED WITH ANY OTHER COMPANY

	WHISPER QUIET		QUIET OPERATION	
	HAVE SEEN/ HEARD PHRASE TOTAL BEFORE =====	BY WHIRL- POOL/ KITCHEN AID =====	HAVE SEEN/ HEARD PHRASE TOTAL BEFORE =====	BY WHIRL- POOL/ KITCHEN AID =====
TOTAL RESPONDENTS	210	49	12	208
YES	43	19	5	42
	20.5	38.8	41.7	20.2
NO	99	20	5	99
	47.1	40.8	41.7	47.6
DON'T KNOW/NO ANSWER	68	10	2	67
	32.4	20.4	16.7	32.2
				16
				25.8

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BASE: CONNECTED/AFFILIATED

Table 10

Q.3B WHICH COMPANY PRODUCES/MANUFACTURES

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	BEFORE	AID	
TOTAL RESPONDENTS	43	19	5	42	18	1		
LG	1 2.3	1 5.3	1 20.0	-	-	-	-	
KITCHEN AID	-	-	-	1 2.4	1 5.6	-	-	
WHIRLPOOL	4 9.3	2 10.5	2 40.0	8 19.0	4 22.2	-	-	
MAYTAG	1 2.3	-	-	5 11.9	3 16.7	-	-	
SEARS/KENMORE	8 18.6	5 26.3	-	8 19.0	3 16.7	1 100.0	-	
GE	13 30.2	7 36.8	2 40.0	15 35.7	5 27.8	-	-	
WESTINGHOUSE	2 4.7	-	-	2 4.8	-	-	-	
OTHERS	10 23.3	4 21.1	1 20.0	3 7.1	1 5.6	-	-	
DON'T KNOW/NO ANSWER	8 18.6	3 15.8	1 20.0	6 14.3	4 22.2	-	-	

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Table 11

BASE: THINK THAT LG IS CONNECTED/AFFILIATED

Q.3C WHAT MAKES YOU THINK SO

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	BEFORE	BEFORE	AID
TOTAL RESPONDENTS	1	1	1	1	-	-	-	-
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	1	1	1	1	-	-	-	-
	100.0	100.0	100.0	100.0	-	-	-	-
IT SAYS LG/HAS LG LOGO (ON APPLIANCE/WRITTEN ON BOTH OF THEM)	1	1	1	1	-	-	-	-
	100.0	100.0	100.0	100.0	-	-	-	-

GUIDELINE RESEARCH CORPORATION

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Table 12

Q.3C WHAT MAKES YOU THINK SO

BASE: THINK THAT KITCHEN AID IS CONNECTED/AFFILIATED

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID
TOTAL RESPONDENTS	-	-	-	-	1	1	-	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	-	-	-	-	1	1	-	-
STYLE (SUBNET)	-	-	-	-	1	1	-	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	-	-	-	-	1	1	-	-
THEY ARE THE BEST MADE	-	-	-	-	1	1	-	-

GUIDELINE RESEARCH CORPORATION

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Table 13

BASE: THINK THAT WHIRLPOOL IS CONNECTED/AFFILIATED Q.3C WHAT MAKES YOU THINK SO

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	BY WHIRL- POOL/ KITCHEN AID	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID
TOTAL RESPONDENTS	4	2	2	2	8	4	4	-
ANSWERS THAT MAY BE RELATED TO "WHISPER QUIET"/"QUIET OPERATION" (NET)	-	-	-	-	1	-	-	-
I'VE SEEN THIS/HEARD OF IT BEFORE (NO ACTUAL MENTION OF "WHISPER QUIET"/"QUIET OPERATION")	-	-	-	-	12.5	-	-	-
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	1	-	-	-	1	-	-	-
LOGO LOOKS LIKE GE/THE SHAPE OF THE LG IS LIKE PHILLIPS	25.0	-	-	-	12.5	-	-	-
ALL OTHER ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE	1	-	-	-	-	-	-	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	3	2	2	2	3	3	75.0	-
STYLE (SUBNET)	2	1	1	1	2	2	50.0	-
KNOBBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	1	1	1	1	2	2	50.0	-
MODERN LOOKING	1	1	1	1	-	-	-	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	1	-	-	-	-	-	-	-
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	1	1	1	1	2	2	50.0	-

GUIDELINE RESEARCH CORPORATION

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Table 13

BASE: THINK THAT WHIRLPOOL IS CONNECTED/AFFILIATED Q.3C WHAT MAKES YOU THINK SO

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE TOTAL	2	BY WHIRL- POOL/ KITCHEN AID TOTAL	2	HAVE SEEN/ HEARD PHRASE BEFORE TOTAL	8	BY WHIRL- POOL/ KITCHEN AID TOTAL	4
TOTAL RESPONDENTS	4	2		2		8		4
ONE IS AFFILIATED WITH THE OTHER/ONE MAKES THE OTHER	-	-		-	3	37.5	1	25.0

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Table 14

BASE: THINK THAT MAYTAG IS CONNECTED/AFFILIATED Q.3C WHAT MAKES YOU THINK SO

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID		HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	1	-	-	5	3	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	1	-	-	4	2	-
	100.0	-	-	80.0	66.7	-
STYLE (SUBNET)	1	-	-	2	1	-
	100.0	-	-	40.0	33.3	-
THE STYLE OF THE DRYER (BECAUSE OF THE STYLE/ LOOKS LIKE THEIR STYLE OF APPLIANCE	-	-	-	1	-	-
	-	-	-	20.0	-	-
KNOBBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	-	-	-	1	1	-
	-	-	-	20.0	33.3	-
MODERN LOOKING	1	-	-	-	-	-
	100.0	-	-	-	-	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	1	-	-	-	-	-
	100.0	-	-	-	-	-
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	-	-	-	2	2	-
	-	-	-	40.0	66.7	-
THEY ARE THE MOST POPULAR	-	-	-	1	-	-
	-	-	-	20.0	-	-
THEY ARE A LARGE COMPANY/ BIG/BIGGEST PRODUCER OF DRYERS/APPLIANCES	-	-	-	1	-	-
	-	-	-	20.0	-	-
ONE IS AFFILIATED WITH THE OTHER/ONE MAKES THE OTHER	-	-	-	1	1	-
	-	-	-	20.0	33.3	-

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Table 15

BASE: THINK THAT SEARS/KENMORE IS CONNECTED/AFFILIATED Q.3C WHAT MAKES YOU THINK SO

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID		HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	8	5	-	8	3	1
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	1	1	-	-	-	-
	12.5	20.0	-	-	-	-
THE LOGO (NO MENTION OF LG)	1	1	-	-	-	-
	12.5	20.0	-	-	-	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	3	2	-	5	3	1
	37.5	40.0	-	62.5	100.0	100.0
STYLE (SUBNET)	-	-	-	1	-	-
	-	-	-	12.5	-	-
KNOBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	-	-	-	1	-	-
	-	-	-	12.5	-	-
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	2	1	-	3	2	1
	25.0	20.0	-	37.5	66.7	100.0
THEY ARE THE MOST POPULAR	-	-	-	1	1	-
	-	-	-	12.5	33.3	-
THEY ARE A LARGE COMPANY/ BIG/BIGGEST PRODUCER OF DRYERS/APPLIANCES	1	1	-	-	-	-
	12.5	20.0	-	-	-	-
ONE IS AFFILIATED WITH THE OTHER/ONE MAKES THE OTHER	2	1	-	3	-	-
	25.0	20.0	-	37.5	-	-
JUST A GUESS	1	-	-	-	-	-
	12.5	-	-	-	-	-
ALL OTHER MISC. MENTIONS	1	1	-	-	-	-
	12.5	20.0	-	-	-	-

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Table 16

BASE: THINK THAT GE IS CONNECTED/AFFILIATED Q.3C WHAT MAKES YOU THINK SO

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID				
TOTAL RESPONDENTS	13	7	2	15	5	-	-	-
ANSWERS THAT MAY BE RELATED TO "WHISPER QUIET"/"QUIET OPERATION" (NET)	1 7.7	-	-	-	-	-	-	-
I'VE SEEN THIS/HEARD OF IT BEFORE (NO ACTUAL MENTION OF "WHISPER QUIET"/"QUIET OPERATION")	1 7.7	-	-	-	-	-	-	-
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	5 38.5	2 28.6	-	4 26.7	-	-	-	-
LOGO LOOKS LIKE GE/THE SHAPE OF THE LG IS LIKE PHILLIPS	4 30.8	1 14.3	-	4 26.7	-	-	-	-
THE LOGO (NO MENTION OF LG)	1 7.7	1 14.3	-	-	-	-	-	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	5 38.5	4 57.1	2 100.0	9 60.0	5 100.0	-	-	-
STYLE (SUBNET)	2 15.4	2 28.6	1 50.0	6 40.0	3 60.0	-	-	-
THE STYLE OF THE DRYER (BECAUSE OF THE STYLE/ LOOKS LIKE THEIR STYLE OF APPLIANCE)	1 7.7	1 14.3	-	2 13.3	-	-	-	-
KNOBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	2 15.4	2 28.6	1 50.0	3 20.0	2 40.0	-	-	-
MODERN LOOKING	1 7.7	1 14.3	1 50.0	-	-	-	-	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	-	-	-	1 6.7	1 20.0	-	-	-

GUIDELINE RESEARCH CORPORATION

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Table 16

BASE: THINK THAT GE IS CONNECTED/AFFILIATED

Q.3C WHAT MAKES YOU THINK SO

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	13	7	2	15	5	-	-	
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	1 7.7	1 14.3	1 50.0	2 13.3	2 40.0	-	-	
THEY ARE THE MOST POPULAR	1 7.7	-	-	2 13.3	-	-	-	
THEY ARE THE BEST MADE	-	-	-	1 6.7	1 20.0	-	-	
THEIR IS NO NAME OR DISTINCTIVE WORD ON THE APPLIANCE	1 7.7	1 14.3	-	-	-	-	-	
ONE OF THE OLDEST COMPANIES/ BEEN AROUND A LONG TIME/ EARLIEST TO DESIGN DRYER	-	-	-	1 6.7	1 20.0	-	-	
ONE IS AFFILIATED WITH THE OTHER/ONE MAKES THE OTHER	2 15.4	1 14.3	-	2 13.3	-	-	-	

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Table 17

BASE: THINK THAT WESTINGHOUSE IS CONNECTED/AFFILIATED Q.3C WHAT MAKES YOU THINK SO

	WHISPER QUIET		QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====		
TOTAL RESPONDENTS	2	-	2	-		
ANSWERS THAT MAY BE RELATED TO "WHISPER QUIET"/"QUIET OPERATION" (NET)	-	-	1	-		
I'VE SEEN THIS/HEARD OF IT BEFORE (NO ACTUAL MENTION OF "WHISPER QUIET"/"QUIET OPERATION")	-	-	1	-		
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	2	-	-	-		
STYLE (SUBNET)	100.0	-	-	-		
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	2	-	-	-		
ONE IS AFFILIATED WITH THE OTHER/ONE MAKES THE OTHER	-	-	1	-		
	-	-	50.0	-		

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Table 18

Q.4A WHETHER COMPANY THAT PRODUCES/MANUFACTURES THIS DRYER RECEIVED AUTHORIZATION FROM ANY OTHER COMPANY

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE TOTAL BEFORE	BY WHIRL- POOL/ KITCHEN AID TOTAL BEFORE	HAVE SEEN/ HEARD PHRASE TOTAL BEFORE	BY WHIRL- POOL/ KITCHEN AID TOTAL BEFORE		
TOTAL RESPONDENTS	210	49	12	208	62	7
YES	35	15	5	39	19	1
	16.7	30.6	41.7	18.8	30.6	14.3
NO	104	23	6	97	24	5
	49.5	46.9	50.0	46.6	38.7	71.4
DON'T KNOW/NO ANSWER	71	11	1	72	19	1
	33.8	22.4	8.3	34.6	30.6	14.3

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Table 19

Q.4B FROM WHICH COMPANY DID IT RECEIVE AUTHORIZATION

BASE: RECEIVED AUTHORIZATION

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====		
TOTAL RESPONDENTS	35	15	5	39	19	1		
LG	1 2.9	1 6.7	1 20.0	-	-	-		
KITCHEN AID	-	-	-	-	-	-		
WHIRLPOOL	7 20.0	3 20.0	1 20.0	3 7.7	2 10.5	-		
MAYTAG	6 17.1	3 20.0	-	5 12.8	2 10.5	-		
SEARS/KENMORE	2 5.7	-	-	2 5.1	1 5.3	1 100.0		
GE	9 25.7	2 13.3	1 20.0	13 33.3	7 36.8	-		
WESTINGHOUSE	-	-	-	1 2.6	-	-		
OTHERS	5 14.3	2 13.3	1 20.0	7 17.9	3 15.8	-		
DON'T KNOW/NO ANSWER	8 22.9	6 40.0	2 40.0	9 23.1	4 21.1	-		

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Table 20

BASE: THINK THAT LG GAVE AUTHORIZATION

Q.4C WHAT MAKES YOU THINK SO

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD	BY WHIRL- POOL/ KITCHEN		HAVE SEEN/ HEARD	BY WHIRL- POOL/ KITCHEN	
	PHRASE BEFORE	AID	TOTAL	PHRASE BEFORE	AID	TOTAL
	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	1	1	1	-	-	-
THEY DON'T WANT TO BE SUED/YOU NEED A PATENT	1	1	1	-	-	-
	100.0	100.0	100.0	-	-	-

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Table 22

BASE: THINK THAT WHIRLPOOL GAVE AUTHORIZATION

Q.4C WHAT MAKES YOU THINK SO

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	BY WHIRL- POOL/ KITCHEN AID	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	BY WHIRL- POOL/ KITCHEN AID	BY WHIRL- POOL/ KITCHEN AID
TOTAL RESPONDENTS	7	3	1	3	2	-	-	-
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	1 14.3	1 33.3	1 100.0	1 100.0	-	-	-	-
LOGO LOOKS LIKE GE/THE SHAPE OF THE LG IS LIKE PHILLIPS	1 14.3	1 33.3	1 100.0	1 100.0	-	-	-	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	6 85.7	2 66.7	1 100.0	1 100.0	-	-	-	-
STYLE (SUBNET)	3 42.9	1 33.3	1 100.0	1 100.0	-	-	-	-
KNOBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	2 28.6	1 33.3	1 100.0	1 100.0	-	-	-	-
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	2 28.6	-	-	-	-	-	-	-
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	1 14.3	-	-	-	-	-	-	-
THEY ARE A LARGE COMPANY/ BIG/BIGGEST PRODUCER OF DRYERS/APPLIANCES	2 28.6	1 33.3	-	-	-	-	-	-
ONE IS AFFILIATED WITH THE OTHER/ONE MAKES THE OTHER	1 14.3	1 33.3	-	-	2 66.7	2 100.0	-	-
DON'T KNOW/NO ANSWER	-	-	-	-	1 33.3	-	-	-

GUIDELINE RESEARCH CORPORATION

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Table 23

Q.4C WHAT MAKES YOU THINK SO

BASE: THINK THAT MAYTAG GAVE AUTHORIZATION

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID		HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	6	3	-	5	2	-
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	3	1	-	2	2	-
	50.0	33.3	-	40.0	100.0	-
STYLE (SUBNET)	-	-	-	1	1	-
	-	-	-	20.0	50.0	-
THE STYLE OF THE DRYER (BECAUSE OF THE STYLE/ LOOKS LIKE THEIR STYLE OF APPLIANCE	-	-	-	1	1	-
	-	-	-	20.0	50.0	-
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	2	1	-	1	1	-
	33.3	33.3	-	20.0	50.0	-
ONE OF THE OLDEST COMPANIES/ BEEN AROUND A LONG TIME/ EARLIEST TO DESIGN DRYER	1	-	-	-	-	-
	16.7	-	-	-	-	-
THEY DON'T WANT TO BE SUED/YOU NEED A PATENT	1	1	-	-	-	-
	16.7	33.3	-	-	-	-
ONE IS AFFILIATED WITH THE OTHER/ONE MAKES THE OTHER	1	1	-	3	-	-
	16.7	33.3	-	60.0	-	-
JUST A GUESS	1	-	-	-	-	-
	16.7	-	-	-	-	-

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Table 24

BASE: THINK THAT SEARS/KENMORE GAVE AUTHORIZATION Q.4C WHAT MAKES YOU THINK SO

	WHISPER QUIET		QUIET OPERATION			
	HAVE SEEN/HEARD PHRASE BEFORE	BY WHIRL-POOL/KITCHEN AID	HAVE SEEN/HEARD PHRASE BEFORE	BY WHIRL-POOL/KITCHEN AID		
TOTAL RESPONDENTS	2	-	2	1	1	
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	2	-	-	-	-	
	100.0	-	-	-	-	
STYLE (SUBNET)	1	-	-	-	-	
	50.0	-	-	-	-	
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	1	-	-	-	-	
	50.0	-	-	-	-	
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	1	-	-	-	-	
	50.0	-	-	-	-	
THEY DON'T WANT TO BE SUED/YOU NEED A PATENT	-	-	1	1	1	
	-	-	50.0	100.0	100.0	
JUST A GUESS	-	-	1	-	-	
	-	-	50.0	-	-	

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Table 25

BASE: THINK THAT GE GAVE AUTHORIZATION Q.4C WHAT MAKES YOU THINK SO

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE TOTAL BEFORE AID	2	1	13	7	HAVE SEEN/ HEARD PHRASE TOTAL BEFORE AID	BY WHIRL- POOL/ KITCHEN KITCHEN AID	BY WHIRL- POOL/ KITCHEN KITCHEN AID
TOTAL RESPONDENTS	9	2	1	13	7			
ANSWERS RELATED TO NAME/LOGO SHOWN ON APPLIANCE (NET)	4	1	1	-	-			
	44.4	50.0	100.0	-	-			
LOGO LOOKS LIKE GE/THE SHAPE OF THE LG IS LIKE PHILLIPS	4	1	1	-	-			
	44.4	50.0	100.0	-	-			
ANSWERS RELATED TO ASPECTS OF APPLIANCE OTHER THAN "WHISPER QUIET"/"QUIET OPERATION" (NET)	5	1	1	11	6			
	55.6	50.0	100.0	84.6	85.7			
STYLE (SUBNET)	3	1	1	5	4			
	33.3	50.0	100.0	38.5	57.1			
THE STYLE OF THE DRYER (BECAUSE OF THE STYLE/ LOOKS LIKE THEIR STYLE OF APPLIANCE	-	-	-	3	2			
	-	-	-	23.1	28.6			
KNOBS/BUTTONS/DIAL FORMAT/ PANEL FORMAT	2	1	1	2	2			
	22.2	50.0	100.0	15.4	28.6			
MODERN LOOKING	1	-	-	-	-			
	11.1	-	-	-	-			
THE WAY IT'S BUILT/ITS OVAL SHAPE/STAINLESS STEEL CONSTRUCTION	1	-	-	-	-			
	11.1	-	-	-	-			
LOOKS LIKE THEIR OTHER DRYERS/SIMILAR TO THEIR BRAND/OTHER APPLIANCES	1	-	-	2	1			
	11.1	-	-	15.4	14.3			
THEY ARE THE MOST INNOVATIVE	-	-	-	1	-			
	-	-	-	7.7	-			
THEY ARE A LARGE COMPANY/ BIG/BIGGEST PRODUCER OF DRYERS/APPLIANCES	1	-	-	3	1			
	11.1	-	-	23.1	14.3			

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Table 25

BASE: THINK THAT GE GAVE AUTHORIZATION Q.4C WHAT MAKES YOU THINK SO

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID		HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	9	2	1	13	7	-
ONE OF THE OLDEST COMPANIES/ BEEN AROUND A LONG TIME/ EARLIEST TO DESIGN DRYER	-	-	-	1	1	-
THEY DON'T WANT TO BE SUED/YOU NEED A PATENT	2 22.2	1 50.0	-	1 7.7	1 14.3	-
ONE IS AFFILIATED WITH THE OTHER/ONE MAKES THE OTHER	1 11.1	-	-	1 7.7	1 14.3	-
ALL OTHER MISC. MENTIONS	-	-	-	1 7.7	-	-

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Table 26

BASE: THINK THAT WESTINGHOUSE GAVE AUTHORIZATION

Q.4C WHAT MAKES YOU THINK SO

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD	BY WHIRL- POOL/ KITCHEN	HAVE SEEN/ HEARD	BY WHIRL- POOL/ KITCHEN				
TOTAL	BEFORE	AID	TOTAL	BEFORE	AID			
TOTAL RESPONDENTS	-	-	-	1	-	-	-	-
DON'T KNOW/NO ANSWER	-	-	-	1	-	-	-	-
	-	-	-	100.0	-	-	-	-

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Table 27

Q. 1/3B/4B/2/3C/4C NET CONFUSION

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID
TOTAL RESPONDENTS	210	49	12	7	208	62	7	7
NAMED WHIRLPOOL OR KITCHEN AID	1	-	-	1	2	1	1	1
FOR REASONS THAT MAY BE	0.5	-	-	1.0	1.6	1.6	14.3	14.3
RELATED-"WHISPER QUIET"/"QUIET								
OPERATION"								

GUIDELINE RESEARCH CORPORATION

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Table 28

Q.5A WHETHER SEEN OR HEARD OF PHRASE "WHISPER QUIET"/"QUIET OPERATION" USED IN CONNECTION WITH HOME APPLIANCES BEFORE

	WHISPER QUIET		QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID		
TOTAL RESPONDENTS	210	49	12	208	62	7
YES	49	49	12	62	62	7
	23.3	100.0	100.0	29.8	100.0	100.0
NO	132	-	-	110	-	-
	62.9	-	-	52.9	-	-
DON'T KNOW/NO ANSWER	29	-	-	36	-	-
	13.8	-	-	17.3	-	-

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Table 29

Q.5B WHAT COMPANY USED THIS EXACT PHRASE
 BASE: SEEN/HEARD PHRASE "WHISPER QUIET"/"QUIET OPERATION" USED IN CONNECTION

	WHISPER QUIET				QUIET OPERATION			
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL
TOTAL RESPONDENTS	49	49	12	12	62	62	7	7
LG	-	-	-	-	-	-	-	-
KITCHEN AID	-	-	-	-	-	-	-	-
WHIRLPOOL	12 24.5	12 24.5	12 100.0	7 11.3	7 11.3	100.0	7	100.0
MAYTAG	10 20.4	10 20.4	-	13 21.0	13 21.0	-	-	-
SEARS/KENMORE	7 14.3	7 14.3	1 8.3	10 16.1	10 16.1	1 14.3	1	14.3
GE	6 12.2	6 12.2	1 8.3	10 16.1	10 16.1	1 14.3	1	14.3
WESTINGHOUSE	-	-	-	1 1.6	1 1.6	-	-	-
OTHERS	7 14.3	7 14.3	-	12 19.4	12 19.4	1 14.3	1	14.3
DON'T KNOW/NO ANSWER	11 22.4	11 22.4	-	18 29.0	18 29.0	-	-	-

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Table 30

	WHISPER QUIET		QUIET OPERATION		AGE/SEX
	HAVE SEEN/ HEARD PHRASE TOTAL BEFORE =====	BY WHIRL- POOL/ KITCHEN AID =====	HAVE SEEN/ HEARD PHRASE TOTAL BEFORE =====	BY WHIRL- POOL/ KITCHEN AID =====	
TOTAL RESPONDENTS	210	49	12	208	62 7
<u>MALE</u>	96	23	6	91	28 2
	45.7	46.9	50.0	43.8	45.2 28.6
18-34	53	17	5	40	9 1
	25.2	34.7	41.7	19.2	14.5 14.3
35-49	32	4	1	34	12 -
	15.2	8.2	8.3	16.3	19.4 -
50+	11	2	-	17	7 1
	5.2	4.1	-	8.2	11.3 14.3
<u>FEMALE</u>	114	26	6	117	34 5
	54.3	53.1	50.0	56.3	54.8 71.4
18-34	48	9	1	52	13 3
	22.9	18.4	8.3	25.0	21.0 42.9
35-49	40	9	2	47	17 1
	19.0	18.4	16.7	22.6	27.4 14.3
50+	26	8	3	18	4 1
	12.4	16.3	25.0	8.7	6.5 14.3

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Table 31

	WHISPER QUIET				QUIET OPERATION				MARKET
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	210	49	12	208	62	7			
AKRON	8 3.8	2 4.1	-	8 3.8	1 1.6	-			
ALBANY	5 2.4	-	-	5 2.4	2 3.2	1 14.3			
BALTIMORE	14 6.7	5 10.2	2 16.7	17 8.2	7 11.3	-			
CHICAGO	8 3.8	3 6.1	-	10 4.8	5 8.1	-			
CLEVELAND	14 6.7	-	-	5 2.4	-	-			
DALLAS	45 21.4	10 20.4	2 16.7	38 18.3	7 11.3	1 14.3			
DENVER	8 3.8	2 4.1	1 8.3	7 3.4	2 3.2	1 14.3			
FT. LAUDERDALE	12 5.7	6 12.2	1 8.3	10 4.8	5 8.1	1 14.3			
LOS ANGELES	9 4.3	1 2.0	-	13 6.3	3 4.8	1 14.3			
MELBOURNE	5 2.4	-	-	11 5.3	4 6.5	2 28.6			
NASHVILLE	22 10.5	2 4.1	-	24 11.5	7 11.3	-			
NEW YORK	9 4.3	2 4.1	-	11 5.3	3 4.8	-			
ORANGE COUNTY	14 6.7	3 6.1	1 8.3	12 5.8	3 4.8	-			
PHILADELPHIA	9 4.3	2 4.1	2 16.7	10 4.8	6 9.7	-			

GUIDELINE RESEARCH CORPORATION

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Table 31

MARKET

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID		HAVE SEEN/ HEARD PHRASE TOTAL	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	210	49	12	208	62	7
PORTLAND	13	7	3	13	4	-
	6.2	14.3	25.0	6.3	6.5	-
WASHINGTON, DC	15	4	-	14	3	-
	7.1	8.2	-	6.7	4.8	-

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Table 32

Q.C HOME APPLIANCES PURCHASED IN PAST 12 MONTHS

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	TOTAL	HAVE SEEN/ HEARD PHRASE BEFORE	BY WHIRL- POOL/ KITCHEN AID	
TOTAL RESPONDENTS	210	49	12	208	62	7
A REFRIGERATOR	49	11	1	38	8	2
	23.3	22.4	8.3	18.3	12.9	28.6
A VACUUM CLEANER	75	23	8	61	19	1
	35.7	46.9	66.7	29.3	30.6	14.3
A DISHWASHER	21	4	2	23	8	-
	10.0	8.2	16.7	11.1	12.9	-
A CLOTHES WASHER	108	27	5	101	32	5
	51.4	55.1	41.7	48.6	51.6	71.4
A CLOTHES DRYER	96	23	6	93	25	2
	45.7	46.9	50.0	44.7	40.3	28.6

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Table 33

Q.D HOME APPLIANCES LIKELY TO PURCHASE IN NEXT 3 MONTHS

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====	BY HAVE SEEN/ HEARD PHRASE TOTAL =====	WHIRL- POOL/ KITCHEN AID =====		
TOTAL RESPONDENTS	210	49	12	208	62	7
A REFRIGERATOR	39 18.6	7 14.3	2 16.7	24 11.5	9 14.5	-
A VACUUM CLEANER	41 19.5	8 16.3	2 16.7	36 17.3	11 17.7	1 14.3
A DISHWASHER	31 14.8	6 12.2	2 16.7	15 7.2	4 6.5	-
A CLOTHES WASHER	77 36.7	18 36.7	4 33.3	94 45.2	26 41.9	3 42.9
A CLOTHES DRYER	81 38.6	19 38.8	5 41.7	77 37.0	23 37.1	1 14.3

GUIDELINE RESEARCH CORPORATION

HOME APPLIANCE STUDY #F31-033

Table 34

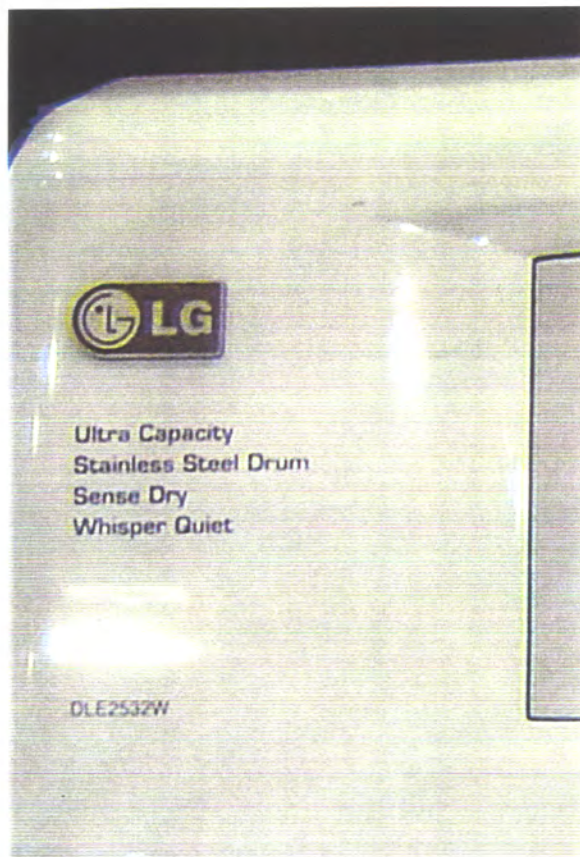
Q.C/D HOME APPLIANCES PURCHASED/PLAN TO PURCHASE

	WHISPER QUIET			QUIET OPERATION		
	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====	HAVE SEEN/ HEARD PHRASE TOTAL =====	BY WHIRL- POOL/ KITCHEN AID =====		
TOTAL RESPONDENTS	210	49	12	208	62	7
A REFRIGERATOR	88 41.9	18 36.7	3 25.0	62 29.8	17 27.4	2 28.6
A VACUUM CLEANER	116 55.2	31 63.3	10 83.3	95 45.7	29 46.8	2 28.6
A DISHWASHER	52 24.8	10 20.4	4 33.3	38 18.3	12 19.4	- -
A CLOTHES WASHER	184 87.6	45 91.8	9 75.0	191 91.8	55 88.7	7 100.0
A CLOTHES DRYER	177 84.3	42 85.7	11 91.7	168 80.8	47 75.8	3 42.9

APPENDIX F

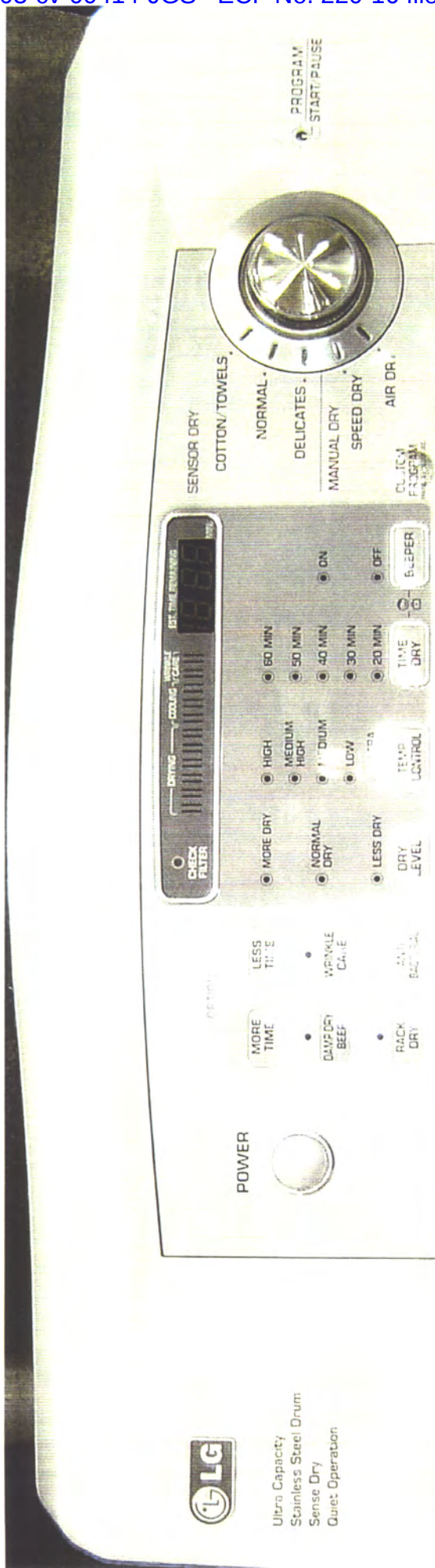
PHOTOS SHOWN RESPONDENTS IN THE TEST GROUP





APPENDIX G

PHOTOS SHOWN RESPONDENTS IN THE CONTROL GROUP





Ultra Capacity
Stainless Steel Drum
Sense Dry
Quiet Operation

DLE2532W

APPENDIX H

FEES

The fee charged by Mr. Reitter is \$450 per hour.